



Movable Feast Event Model

Hosting social events beyond in-store lectures will raise the stature of your store in the community. Customers want to be entertained and meet authors in more personal ways than allowed with readings and autographings. You can do these as breakfasts, lunches, dinners or social mixers. You are only limited by your space and what your heart can handle.

Tips:

Mix the guest authors so you have established as well as new authors to attract a wide range of guests, as well as introduce a promising author to your customers.

Try to put this on a regular schedule so consumers as well as publishers come to expect it to happen. This will help you develop a reputation with publishers for delivering an event.

NAIBA has prepared another event model, The Voracious Reader, written by Joe Drabyak that combines food events and cookbooks, wine guides, and food-centered non-fiction. This will also give you ideas for a Feast Event.

Consumers want to meet the authors, so rotate the authors to different tables with each course.

Allow authors to speak to the entire group at some time during the event.

Location:

Local restaurants are perfect for this event and will boost local alliance participation.

Country clubs or catering halls are usually anxious for weekday business.

Pub / bars and vineyards are good for mixers.

Pricing:

If you are unsure how to price a ticket for the event, consider these guidelines:

Food expense per person = A

Tip (B) = (A x %)

Tax (C) = (A + B) x %

total meal expense per person attending (D) = A+B+C

Now, remember, you have some people, who don't pay, (staff, authors, VIP's) but you have to cover their meal expense:

Total meal expense (D) x # of comp meals = price of comps

Price of comps divided by the # of people expected to buy tickets = (E) the surcharge on tickets to cover your expense of the comps.

Total meal expense (D) + surcharge on tickets (E) = ticket price to consumers

To this you may add the price of the book purchase, or sell books separately in advance and at the door.

Marketing:

Will vary based on the level and type of activity.

Variations:

Feature your store's bestselling authors

Create a store Awards Banquet

Invite the authors of your staff's favorite handsellers

Concentrate on favorite local authors.

Using the Pick of the List Event Model, build a Movable Feast around the selections on your Pick of the List