



New Atlantic Independent  
Booksellers Association

### **Non-Author Events help generate traffic, excitement, and money**

With an eye toward the development of creative promotions, unusual in-store displays, and fun and engaging non-author events, Joe Drabyak shared his thoughts and a fifteen page *Idea File* handout with 70 participants in two Non-Author Event workshops. The key points offered during these entertaining sessions were:

- Ideas are at your fingertips. You are surrounded by information. Use everything you can – searchable databases, publisher catalogs, and print directories like the *Yellow Pages* to develop low-cost, no-cost events to entertain your customers.
- Develop synergy with fellow merchants. Explore ways that you can help each other.
- Cultivate a network of community resources. Look for volunteers (or low cost folks) who can assist you in staging your presentation. Think college student organizations, community theater participants, sports and recreational groups, university professors, teachers, and speakers that could come from the ranks of your patrons. Barter!
- Be open to both in-store and off-site events and presentations with your community.
- Set a goal. Develop a timetable. Try to do an activity each month. Be aware of seasonal tie-ins.
- Be creative! Think costumes and the novel use of everyday items. Remember that the goal is to have fun, sell some books, and foster a positive store image.
- Learn to look at your inventory with fresh and inquiring eyes! Get thinking! Sometimes a catch phrase, popular TV show, latest craze, or even a color can suggest an idea for an interesting display or unique non-author event.