

**Author Name:**  
**Event Date:**  
**Featured Title:**

✓	Timeline	Phase	Event Planning Check List
<input type="checkbox"/>	8+Weeks	Pitch	Complete Grid
<input type="checkbox"/>		Pitch	Follow up Email to Publicist with Request
<input type="checkbox"/>		Pitch	Receive the Offer to have Event: Date/time
<input type="checkbox"/>		Pitch	<b>For Offsite Events:</b> Check Suggested Date/Time with Venue Partner
<input type="checkbox"/>		Confirmation	Receive Email Confirmation from Publicity.
<input type="checkbox"/>		Confirmation Letter	Confirm Event Guidelines: Authorized to Take Photos/Record/Film/Personalized Autographing or Any Signing/Photo Restrictions/Equipment Required and Furniture Set up for Discussion and Q&A Session.
<input type="checkbox"/>		ConfirmationLetter	Request Media Kit from Publicity
<input type="checkbox"/>		Confirmation	<b>For Offsite Events:</b> Send Confirmation/Date/Time/Guidelines and Media Kit to Venue Partner (if Needed)
<input type="checkbox"/>		Confirmation	Include in Confirmation - Procedure and Script for RSVP, Ticketed, Non-Ticketed Event
<input type="checkbox"/>	6+Weeks	Pre Marketing	Send Email with Digital Media Kit to Staff Notifying of Event and how to field phone calls
<input type="checkbox"/>		Pre Marketing	Update Website
<input type="checkbox"/>		Pre Marketing	Design Flyer for window FLYer, Counter Flyer and Bag Stuffers
<input type="checkbox"/>		Pre Marketing	Set up Ticketing Software if using an outside vendor (Brown Paper Tickets)
<input type="checkbox"/>		Pre Marketing	Schedule Event Listing to be included in Monthly eNewsletter Post staff reviews and links to other's reviews (ex. Here's what the NY Times thinks of it...)
<input type="checkbox"/>		Pre Marketing	Schedule/Send Single Promo Event Announcement to be sent to targeted list(s)
<input type="checkbox"/>	4+Weeks	Pre Marketing	Facebook- Create an event, Post book trailers and articles running up to the event
<input type="checkbox"/>		Pre Marketing	Drop flyers off at targeted locations for specific book
<input type="checkbox"/>		Pre Marketing	Email librarians in your local area with a poster they can print and hang in their library.
<input type="checkbox"/>		Pre Marketing	Send out physical invitations to schools and teachers
<input type="checkbox"/>		Pre Marketing	Instore Signage Goes Up, Book Displays, Counter Cards/Flyers and Bag Stuffers are out. (Ex. Flyer for YA event in YA section)
<input type="checkbox"/>		Pre Marketing	Schedule/Confirm Event Staff
<input type="checkbox"/>	2+Weeks	Pre Marketing	Connect with Author on Social Media (Twitter, Facebook, Instagram, SnapChat)
<input type="checkbox"/>		Pre Marketing	Schedule/Send 2nd Reminder Single Promo Event Announcement to targeted list(s)
<input type="checkbox"/>		Pre Marketing	Send email to Publicity to confirm arrival time, format, end time. Contact Cell Phone Numbers. Any event guideline changes. Confirm current event guidelines, event location.
<input type="checkbox"/>	1+Weeks	Event	Walk through event flow for safety, best experience, efficiency for attendees/staff/author/author team, Key Photos Placement, Store Branding and Placement, Book Store Setup.
<input type="checkbox"/>		Event	Event Venue Set Up
<input type="checkbox"/>		Event	Social Media Status Updates. Setting up, getting ready, looking forward to seeing you tonight, etc..
<input type="checkbox"/>		Event	Event Staff Meeting - Review of Procedures/Flow/Duties/Troubleshooting/Name Tags On.
<input type="checkbox"/>		Event	Prepare whatever POS System. (i.e. Square)
<input type="checkbox"/>		Event	Prepare Will-Call Lists.
<input type="checkbox"/>		Event	Prepare Store Stock for Author to Sign.
<input type="checkbox"/>		Event	Greeting: Housekeeping Announcements, Silencing Phones, Upcoming Events/Save the Dates. Keep in touch with us: Newsletter Signup, Social Media Accounts. Stay after for book purchaes, autographs, photos, and refreshments.
<input type="checkbox"/>		Event	Intro for Author
<input type="checkbox"/>		Event	Signing Line Prep—Supplies: Post-it notes. Staff for Flap.
<input type="checkbox"/>		Event	Photos with Key Staff and Author
<input type="checkbox"/>		Event	Post to Social Media "Going On Now" Photos/Comments/Status -
<input type="checkbox"/>		Post Event 1 Day	Release Event Photos/Videos on Social Media and Website. Promote Signed Copies in Email
<input type="checkbox"/>		Post Event 2 Day	Store Display: Move to Past Events (Signed Copy) Shelf for continued Post sales.
<input type="checkbox"/>		Post Event 2 Day	Send Photos to Publicity and Thank you Note