



Professional Booksellers School

2023 Event Management Course

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Course Description

The Professional Booksellers School Event Management Course provides booksellers with the the skills and tools to:

- Create a balanced and successful event program
- Understand how to use metrics to create a strategic plan for your event program
- Create an effective data management systems
- Understand planning, hosting, and marketing needs for a variety of events including author, non-author, live, virtual, on-site and off-site
- Build and use partnerships to expand your event program
- Plan and manage school-focused events
- Build a publicity kit and learn to pitch your store to publishers
- Strengthen management skills to create events that are welcoming to authors, guests, customers, and staff

Course Components

- 16 live online classes via Zoom
- bi-weekly course emails with links, recordings, and homework
- Discussions, chat, and office hours via Discord
- Weekly homework assignment uploaded to Discord
- 3 live online student presentations of projects in small groups
- live, online Publicity Speed Dating



2023 Event Management Course Schedule

**Classes are Sunday nights, 7-9 pm ET / 6-8 pm CT /
5-7 pm MT / 4-6 pm PT**

- 01/29 Class 1: Welcome, Syllabus, Getting Started
- 02/05 Class 2: Elements of a Successful Event Program
- 02/12 Class 3: Using Data for Strategic Planning
- 02/20 - 03/01 First Round of Office Hours
- 03/05 Class 4: Student Presentation: Your Six Month Strategic Plan
- 03/12 Class 5: Managing Event Program Data
- 03/19 Class 6: Managing Events: Proposal Through After-Report
- 03/26 Class 7: Hospitality
- 04/02 Class 8: Marketing and Promotional Systems
- 04/16 Class 9: Publicists Panel
- 04/23 Class 10: How to Prepare a Publicity Kit
- 04/26 - 05/05 Second Round of Office Hours
- 05/07 Class 11: Student Presentation: Your Publicity Kit
- 05/17 Class 12: Publicity Speed Dating (final date TBD)
- 05/21 Class 13: Virtual Events
- 06/04 Class 14: Developing Successful Event Partnerships
- 06/11 Class 15: School-Focused Events
- 06/14 - 06/23 Third Round of Office Hours
- 06/25 Class 16: Student Presentation: Event Analysis Final Project



Instructor Information

Core Faculty

Dean Elliott batTzedek, Main Point Books, Wayne, PA

Instructor Kit Little, Little Extra LLC

Instructor Molly Olivo, Child's Play, Washington DC

Instructor Julie Stravinsky, Warwicks, La Jolla, CA

Guest Instructors

Candice Huber, Tubby & Coo's, New Orleans, LA

Robin Wood, Punctuate Communications, LLC

Course Learning Outcomes

As a result of this course, you will have the knowledge to:

- Identify the kinds of events that work best for your store's market demographics, square footage, staffing resources, partnership options, and community goals.
- Plan a balanced events schedule that works for your staff, store, and customer base.
- Implement best practices for scheduling, planning, ticketing, and hosting a combination of in-store, off-site, and virtual events that work specifically for your store.
- Implement best practices for promoting/marketing an event.
- Train key staff members on how to support all types of events that are relevant to your store.
- Establish and use a metrics system to track and measure the success of your store's events.
- Create a publicity kit that will highlight your store's event programs.
- Know how and when to use the publicity kit to submit author requests to the publishers and their publicity departments.
- Approach potential event partners to increase options for event space, production, and/or promotion.
- Know how to write and submit a compelling event request using Edelweiss+ grids and/or direct email.



Homework and Grading

Homework is assigned each week. For regular homework, plan to spend an hour on the work. For the major projects, plan to spend 3 - 6 hours.

Homework is evaluated on a point scale of 0 - 3. A 2 is required to be considered passing. Any assignment which does not meet the criteria for passing will be returned to the student with a clear description of improvements needed and one additional chance to have it scored. Certification is determined by accumulated points, which will be detailed on the opening night of the course.

Weekly homework will be uploaded into Discord, where instructors will review and comment on it. The major projects will be presented live in small groups with other students and an instructor. Each project description will include a checklist of material we expect to be included.

Students who are taking the course to audit, not to become certified, may choose to turn in homework or not. Instructors will provide feedback but not mark the work as pass/fail.

Students are expected to stay on top of their homework deadlines and assignments. At each round of office hours, instructors and students will review any missing work. Students who fall significantly behind, or who miss live presentation dates, will automatically be moved to “audit” status.

Major Project Deliverables for Certification

Due 03/15 **Event Program Strategic Plan**

A macro scale analysis of event program data with the goal of setting a strategic plan for the next six months. Students will input data into an assigned spreadsheet then create an analysis plan as a slide deck and present it in small groups.

Due 03/19 **Event Data Management System**

Develop a system to track and share event program information. This must include each step from pitch to after-report, a system for how information is shared with coworkers, information from multiple events, and it must be scalable.

Due 05/07 **Publicity Kit**

This document is a single page, double sided, organized marketing tool. It can be distributed as print or .pdf to publicists and partners to showcase your store’s location, specialities, demographics, partnerships, and event program.



Due 05/17 Publicity Speed Dating Presentation

A live, online 15 minute presentation of your store’s publicity kit and event program to a group of publicists from a variety of national publishers. The time slot includes q&a so you can share your store’s unique strengths and author/event wishlist.

Due 06/25 Final project: Event description and analysis

In small groups, students will present an analysis of an event they planned and hosted, demonstrating their use of tools and skills taught during the course. Evidence such as photos, pitches, marketing materials, staff memos, event ranking, and after-reports will be built into a slide deck to share during the presentation.

Office Hours

The course includes 3 rounds of office hours, each one before the deadline for a major project. During these time slots, the instructor will review your progress in the course. If you have a draft of your project, or questions about it, you are welcome to bring that work to discuss. You are also welcome to bring other event program questions.

Office hours are scheduled in 30 minute segments. Students may meet with more than one instructor if schedules allow. For each round of office hours, each instructor will provide their days and times that are available, as well as their areas of focus/skills. Students can find this information in the Office Hour Info channel on Discord. Students will direct message an instructor via Discord to request one of those times. Instructors will confirm the time by replying to the message.

Office hours take place in the instructor’s office channel on Discord. Office hour conversations are private and protected, as sensitive store information may be shared.

Certification Criteria

- Attend a minimum of 14 of the 16 classes
- Watch recordings of missed classes
- Receive passing grades on these 5 major projects: Event Program Strategic Plan, Event Data Management System, Publicity Kit, Publicity Speed Dating, and Final Project
- Receive passing marks on 80% of weekly homework
- Attend office hours at least once



Professional Booksellers School, Inc.'s Code of Conduct

The Professional Booksellers School, Inc. (PBS) values the dignity of everyone with whom we interact. Our safety and anti-harassment policies are critical to ensuring that this core value guides how we speak and how we act. All participants in PBS courses and events are required to adhere to PBS's code of conduct, as described below. This includes booksellers, PBS staff, instructors, speakers/presenters, guests, donors, volunteers, and all affiliated students.

PBS is committed to a broad vision of diversity, equity, and inclusion. This includes providing a harassment-free experience for everyone, regardless of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), ability, marital status, sexual orientation, or military status, in all of its activities or operations. We do not tolerate harassment, discrimination, or other disrespectful or unlawful behavior based on any of these characteristics. We are committed to providing an inclusive and welcoming environment for our students, staff, volunteers, instructors, donors, subcontractors, vendors, and clients.

Behaviors that violate this policy include, but are not limited to:

- Offensive verbal comments related to any protected category above
- Inappropriate physical contact
- Unwelcome propositions, attention, words, or conduct of a sexual nature
- Unwelcome virtual contact inside or outside of PBS settings
- Inappropriate or obscene jokes, remarks, or gestures *Intimidation, stalking, or trolling
- Disrespect towards difference of opinion
- Sustained disruption of speakers, conversations, classes, or events
- Unauthorized screenshots, photography, or audio or video recording

PBS expects all participants in its programs to follow established rules throughout official classes, office hours, virtual platforms, and related social gatherings.

PBS takes any violation of this policy seriously. Accordingly, participants who violate this policy may, in the judgment and discretion of PBS, be asked to stop; may be expelled from a PBS class or event, without refund if applicable; may be prevented from attending future PBS classes or events; may be banned from virtual platforms; and may have future PBS participation privileges revoked.

If you are being harassed, observe someone else being harassed, or have concerns about potential violations of this policy, please notify PBS staff immediately. PBS will take all appropriate action in response to protect anyone affected by violations of this policy.



Privacy Statement

For Stores

PBS asks for both public (address, etc) and private (square footage, POS, sales levels) information from stores who are members. We ask for this private information to help us understand and support students. The only public-facing information, in our website directory, is the store's name, address, contact information, and regional trade association. PBS uses both private and public information to analyze the effectiveness of our courses and our school, but reports only aggregate data. All other store information is protected and available only to PBS staff.

For Individuals

PBS asks for both public (bookstore, job title) and private (home address, demographic, years of experience) information from individuals who are members. The only public-facing information is the student's name, bookstore, job title, and earned certifications. PBS uses both private and public information to analyze the effectiveness of our courses and our school, but reports only aggregate data. All other information is protected and available only to PBS.

For Homework

We recognize that homework can contain personal or sensitive information. Student homework assignments are uploaded into formats available only to the individual student, PBS staff, and instructors, with the exception of projects delivered live in class. These projects are announced well in advance and student presentations are never recorded. All student homework for PBS is owned by the student, not PBS or the student's employer, and is confidential and protected. All shared, spoken, shown, submitted, and typed information is protected and confidential and not to be discussed, saved, or shared outside of applicable PBS classes, platforms, or events without express permission.