



2025 Event Management Course



Criteria for Publicity Kit and Pitch

Publicity Kit Criteria

Your publicity kit must be a single sheet, two sided, PDF format

Store Information:

Store name, address, contact, website, logo, and location/distance from details (map)

Contact details for event staff - name, email, phone number

Reporting information

Venue information with seating numbers

Community partner information

Key regional institutions such as colleges

Demographic/customer base information

Information on key staffers/experience

Info on your store's focus area(s)

What makes your store unique/interesting

Engaging, clear, labeled photos of your store and/or events

Information on key services such as pre-order campaigns, B2B, school visits, etc.

Information on book clubs, writing series, book fairs - any non-author events that highlight the character/vibe of your store

Event Grid Information:

Author(s) or Topic for non-author

Book(s)

Location - onsite, offsite, school

Format (virtual, live, panel, in-conversation, etc)

Date

Attendance

Sales (includes pre-orders, during event, post-event)

Reminder: grid can contain community/non-author events if they had book sales, and can contain pre-order campaigns

Design/Format:

You don't have to be a graphic designer to do this well! Remember:

Concise and crisp

Make vital information POP

Be conscious of colors and contrast (no bright red font on black backgrounds!)

Make content easy to scan - numbers, logos and photos are easier to scan than large blocks of text

Embed links

Event Pitch

Format - a prepared, rehearsed pitch that must not be more than 15 minutes including Q&A time. Ideally, plan for no more than 12 minutes of speaking to allow for 3 minutes of q&a. We respect the time of all the publicists and booksellers who participate, so during Publicity Speed Dating we will stop you if you run over time - best to use the live in-class presentation to follow the same strict schedule!

What to include:

Your store's BRIEF bio and identity

Where you are - location markers

What reporting you do

Your store's top genres for sales and for events

Any festivals or fairs you organize or participate in

How you promote events/outreach - give numbers!

Types of events you host

What events you excel at

Your staffing expertise

Seating capacity in your store and in partner venues

Your work in schools, if you do any

Do you do pre-order campaigns?

What kind of events are you looking for?

Why should they send their authors to you? (Hint - a chance to let your hospitality capacity shine)