



Live Literature Event Planning Guide

Task	Questions and Considerations
Define what kind of event you want to run	<ul style="list-style-type: none"> - What is the purpose of your event? What do you want to achieve? - Who is your target audience – i.e. who do you want to attend? - What will the event format be? An in-conversation? A reading? A book club?
Set deadlines and assign responsibilities	<ul style="list-style-type: none"> - Who is responsible in your organisation for planning and delivering the event? Do you have a committee or a team that can help? - If so, who is responsible for what, and what are your deadlines?
Determine your budget	<ul style="list-style-type: none"> - What payment are you able to offer authors/illustrators for their time and work? (Note: See the ASA's recommended rates for event appearances) - What staff will you need to work at the event? - Will you seek to generate income through ticket and/or book sales?
Confirm your venue and capacity	<ul style="list-style-type: none"> - Do you have an appropriate venue or do you need to hire one? - Are there any venues in your local area you could partner with e.g. a bar or community centre? - What's the capacity of your venue? This will effect booking and/or ticketing numbers.
Approach and confirm authors/illustrators plus emcees or moderators	<ul style="list-style-type: none"> - Reach out to your desired authors/illustrators either directly, or through their publisher, literary agent, or speaker's agent. When making an approach make sure to include relevant information about: event format, time commitment, speaker's fee and/or budget for travel and accomodation, if you'll be able to sell books at the event, and any other information you need to promote your event e.g. bio and headshot. - If your event is an in-conversation, confirm an emcee (tip: see if the author/illustrator or publisher has any suggestions!) - When planning your speakers, have you considered diversity with regards to cultural background, gender, and dis/ability?

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<p>Lock in the event time and date</p>	<ul style="list-style-type: none"> - Working with the author/illustrator and their publisher, confirm the time and date of your event. - Check to see if there are any clashes or competing events on your chosen date.
<p>Organise ticketing, booking or RSVP details</p>	<ul style="list-style-type: none"> - Will your event be invite-only or open to the public? Do you want to sell tickets, or is your event free of charge? - If you are running a free event, consider taking bookings or RSVPs to keep track of attendance numbers, as well as having contact details in case of event changes or cancellation.
<p>Scope tech and venue set-up requirements</p>	<ul style="list-style-type: none"> - Does your venue have a microphone and speaker, or do you need to hire one? What other audio-visual equipment might you require? E.g. a screen and projector. - Are chairs and tables provided by your venue or do you need to bring them in? - What parking availability or restrictions are there around your venue? - What time can you access the space to set up before start time? And what load in and delivery capabilities are available if required for equipment? - Do you have a wet weather backup plan if your event is taking place outdoors?
<p>Acquire special permits, licenses, insurance and/or security</p>	<ul style="list-style-type: none"> - Do you have appropriate insurance cover and safety plans in place? - If serving alcohol, do you need a liquor licence? - Not sure what's required? Check with your organisation, the venue manager and/or local council if necessary.



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Consider diversity, inclusivity and accessibility	<ul style="list-style-type: none"> – Check <u>access and inclusion</u> is appropriate for people with disabilities – Consider an <u>AUSLAN interpreter</u> or <u>live captions</u> for your event. – Confirm if any of your event guests or speakers need any extra support to participate in the event. – Prepare an <u>Acknowledgement of Country</u> for your local area, or consider inviting a traditional owner to give a <u>Welcome to Country</u>.
Consider safety and sustainability requirements	<ul style="list-style-type: none"> – Familiarise yourself with First Aid requirements, COVID-19 requirements, evacuation plans and any other safety considerations so you are prepared in case of an emergency. – Consider implementing sustainability measures e.g. not using single-use plastics, using recycled materials for craft activities, providing recycling bins, limiting printing.
Promote your event and open ticket sales	<ul style="list-style-type: none"> – Promote your event through online channels e.g. through newsletters, social media, event listing pages, community Facebook groups. – Consider creating print collateral to promote or support your event e.g. counter flyers, posters, worksheets. – Work together with the author/illustrator and their publisher to see if they can help spread the word about your event.
Create a ‘run sheet’	<ul style="list-style-type: none"> – Prior to the event, create a ‘run sheet’ and circulate it with your staff and speakers (see our template below!) – We recommend asking your guest authors/illustrators to arrive half an hour early to allow them to meet the team/other guests, get comfortable in the space, and sign books if needed.

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<p>Run your event!</p>	<ul style="list-style-type: none"> - Ensure your venue and tech is set up in advance of guest’s arrival. - Welcome your guests at the door and check tickets if required. Be aware of anyone who may need special assistance or seating. - Enjoy the event – after all the hard work you’ve put in, you’ve earned it!
<p>Send thank yous and collect feedback</p>	<ul style="list-style-type: none"> - After your event, be sure to send a thank you note to participating authors, illustrators, moderators, and booksellers as well as your hardworking events team. - Be open to feedback from audience members and participants to learn how you can make your events even better for the future.

Your event planning notes:

Want more resources to help run your event? Download our **[Event Planning Checklist and sample Run Sheet](#)** or visit **australiareads.org.au** for more tips and articles.

