



## Workshop: Building and Marketing your Book Event

*Sat., June 3, 2017 9:00 a.m.—3 p.m. Mount Wachusett Community College, Leominster*

**Join event planner Allison Pottner Hoch to get expert tips on planning your book launch or other book event!**

### **Build Your Own Event Workshop**

Do you want to revamp and refresh your book events? Are you a debut author/illustrator with launch jitters? Do you have great ideas but struggle with implementation? The world of marketing and event planning can be overwhelming but it doesn't have to be. This workshop will give you the confidence to create and market events at any venue. Get an insider's look at the key components to creating successful launches, panels, workshops, and more as we build you an individualized event plan .

9:00am Networking

#### **9:30am – 11:30am Building Blocks: Planning Your Event**

The key to a successful event is the right combination of knowledge and vision. What is the purpose of the event? Who are you targeting? What do you want them to take away? We'll start the day looking at logistical factors like purpose, audience, venue, and size and explore the five main types of book events. Each participant will zero in on an event to develop throughout the day and share their event goals.

11:30am Lunch

#### **12:30pm – 2:30pm Connecting the Dots: Marketing Your Event**

How can you make your event stand out? Now that we've laid the groundwork for an event, how do we ensure that people attend? The second half of the workshop tackles creative marketing techniques and interactive event components. We'll break into groups and brainstorm what unique offerings you can provide as an expert as well as how to find and draw out your ideal audience.

**Allison Pottner Hoch** is a writer and event coach with over eight years experience in marketing, publicity, sales, and event planning. She spent four years promoting academic titles at The MIT Press before she went to work for Wellesley Books as a children's bookseller and event coordinator. She organized, hosted, and promoted over 150 events during her tenure, ranging in size from intimate workshops and lunches to multi-media events with over 700 attendees. She worked with veteran authors, celebrities, and debut authors alike, including many NESCBWI members. You can visit her website of more information about her workshops and coaching services at <http://events.pottner.com>



**Join us on Saturday, June 3, 2017 at Mt. Wachusett Community College, Leominster, 100 Erdman Way, Leominster, MA**

This program is co-sponsored by New England SCBWI and Mount Wachusett Community College. Sign-in and Networking will begin at 9 a.m. with the program starting at 9:30 a.m. Fee includes coffee in the morning and box lunch at noon.

**Registration is through MWCC; register and pay online at [mwcc.edu/noncredit](http://mwcc.edu/noncredit).**

**CRN# 68487 Saturday, June 3, 2017, 9:00-3:00; SCBWI Members \$60.00— [MWCC Noncredit Registration: Members](#)**

**CRN# 68488 Saturday, June 3, 2017, 9:00-3:00; Non-Members \$90.00— [MWCC Noncredit Registration: Non Members](#)**

Contact Kristine Asselin, New England SCBWI PAL Coordinator for questions or more information. Let us know if you are in need of special accommodations. [palara@nescbwi.org](mailto:palara@nescbwi.org)