

## How to run a book launch event at your Buddhist Centre

Here are some instructions for how to run a book launch at your centre. Three people are usually involved, a **bookshop person**, a **centre programme organiser** and the **chairperson or leader**.

### Bookshop person

Have the books in stock:

- Think ahead: although our book distributors are friendly and efficient, you need to allow at least two weeks from the time of ordering to receipt of books.
- Make a realistic estimate: how many people will be at the launch? How many books will sell then and in the following weeks?

If appropriate, have other books by the author available.

Please DO NOT hold the book back until the launch – you will lose out on sales!

### Centre programme organiser

#### BEFORE THE EVENT

Think about how you want to fit the book launch into your Centre programme – it may be that it can occur within the theme for a session – e.g. Friendship or Mindfulness, or be part of or culmination of a series of talks or workshops. You can make it a celebration of the author and/or of the subject of the book.

This is an opportunity to invite people who wouldn't normally come to your Centre: the local press (as some Centres have done), friends of the author, and other authors.

Depending on who you, the author, your Centre team or regulars know locally, it is an opportunity to have someone influential or well-known to speak about the author, apart from the event's chairperson.

Ensure that there is pre-event publicity: mail or email the appropriate list of Centre attendees, have posters of the event, as well as some pithy quotes from the book - the WP office can supply if need be.

## **AT THE EVENT**

Set up a table, with enough surface space for both a pile of books and for the author to be sitting to sign books.

Have at least one person to take money and give out books.

## **The chairperson or leader**

This needs to be someone who has not only read the book, but who likes it and can speak appreciatively about it.

At the beginning introduce the author, trying to make it personal.

At the end – a succinct summary helps, give appreciation, and then – dada! – hold up the book. You can say here what you appreciate about the book, what readers will find helpful and inspiring, and it is a good idea to give at least one quote. It is very important to say: the full name of book, its price, and that it will be available after the talk for sale, and that the author will be signing copies. We recommend that you do that essential piece, and only then, if you/author want to, open it up for questions. At end, thank the author for coming.