

Advice on organising author events

A well organised event is likely to be a successful event. You can find full guidelines on running events on the Scottish Book Trust website www.scottishbooktrust.com

Choosing your writer

Do your research. Most writers give details about the sort of events they are willing to carry out on the Scottish Book Trust Author Database, which can be found on the website. Some writers may also have their own website. You should think about what size of event they prefer, what age groups they work with and whether or not they are happy to carry out talks, workshops, readings or residencies.

Get in touch with the writer in plenty of time

Try not to wait until the last minute to book the writer. Some organisations tentatively book a writer before they have secured funding. Some writers are happy to do this, others will only take a booking once your funding has been secured. If you have tentatively booked a writer keep them informed about any developments.

Initial discussions with the writer

When you contact the writer make sure you give them the following details.

- **The name of your organisation**
- **Main contact** including telephone and email address
- **Secondary contact** in case of absence
- **Date(s)**
- **Time** Ensure that the writer knows when the event take will take place, find out how long the writer will need to prepare beforehand and arrange an arrival time.
- **Venue and transport details** You may also wish to arrange transport for the writer, particularly if you are in a remote location
- **Accommodation** Does the writer need accommodation? If so can you arrange this for them, or give them some recommendations?
- **Type of event(s)** Is the event a talk, reading, workshop, residency, etc.
- **Audience** Size, age group, special requirements etc.
- **Fee** If the event is being supported with Live Literature funding from Scottish Book Trust there is a set fee of £150 per session with a writer (around one hour). If the sessions are not funded by Scottish Book Trust be clear about how much you will be paying the writer. Remember to consider their travel costs and expenses and be clear about whether or not expenses are included in the fee and how these should be reclaimed. If you ask the writer to carry out any additional work (e.g. written feedback to participants after the event) you should arrange this well before the event and the writer should be paid for this.
- **Technical requirements** Check whether the writer has any requirements such as projector, flipchart, pens and paper etc.

- **Book sales** Although it may not always be possible to do this, good book sales will be an encouraging reason for any writer to come back. Make sure you have everything organised on the day. Further details on arranging book sales can be found on the Scottish Book Trust website.
- **Preparation** Check to see whether the writer would like participants to do any preparation before the event. Many writers will ask that the participants have read some of their work.
- **Filming and Recording** If you wish to record the event in any way you must discuss this with the writer ahead of the event. Writers are not obliged to allow you to record an event. Scottish Book Trust can provide a contract for recorded events.

Ask the writer if there is any further information which they need.

Confirming the details with the writer

It is essential that you confirm all details at a week ahead of time.

On the day

Make sure there is somebody to welcome the writer and show them around. They should ensure the writer is comfortable and has everything they need. Simple things like making sure that the writer is offered a cup of tea at break times, and providing lunch will make them feel more welcome. If possible, provide a room for them to prepare before the event. If the event is taking place in a school please be aware that the writer is not a supply teacher. There should be a member of staff with them at all times and that teacher should actively participate in the event – it is enjoyable for the teacher and communicates the value of the event to pupils. Please remember that it can be very demoralising for the writer if a teacher sits and gets on with marking during their event. If the event has been supported with Live Literature funding from Scottish Book Trust, make sure you fill out the paperwork with the writer.

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