



Book Week Scotland

Partner handbook

2025

Resource created by Scottish Book Trust

scottishbooktrust.com

Scottish Book Trust is a Scottish charity changing lives through reading and writing.
(SC027669)

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About this resource

Welcome to Book Week Scotland! At Scottish Book Trust we are excited to share this week-long celebration of books and reading with you and your audiences. This handbook is an aid to carrying out your in-person or digital events. Whether you're an old hand or brand new, we can help with everything from funding to planning, publicising to evaluation. Use this resource for top tips on making your events as successful as they can be!

Welcome

Book Week Scotland is a week-long celebration of books and reading that takes place every November. This year, Book Week Scotland runs from Monday 17 to Sunday 23 November.

Every year, our partners put on hundreds of events all over the country which celebrate the transformative power of books and reading.

Together with Scottish Book Trust's curated programme, these events reach thousands of individuals across Scotland.

Community is at the heart of Book Week Scotland. It allows people to foster connections through the joy that comes from sharing books, lived experiences and common interests. Our partners' strong links within their communities allow them to tailor their events accordingly, building connections year on year.

We know that every year between 33–50% of attendees take part in an event for the first time and we want to ensure that their experience of Book Week Scotland is as positive as possible.

With that in mind we ask that you apply the following principles to planning and delivering your event:

- **Welcoming** – As we mentioned, it may be the first time someone has attended a book event. Remember that you set the tone. Making sure people feel welcomed, comfortable and safe to ask questions will make for a great event.
- **Fun** – Book Week Scotland is all about the joy of connecting through books. Feel free to shake up what a traditional book event looks like; your event can be relaxed, playful and unexpected!
- **Accessible** – you should ensure your events are as accessible as possible. Detailed guidelines can be found in the **Planning your event** section.
- **Affordable** – ensuring events are free to attend is a fundamental element of the Book Week Scotland ethos. However, we understand this is not always possible. If you must charge for your event, please limit your ticket price to

no more than £5. You could also consider a 'pay what you can' model or a 'pay it forward' model.

- Safe – ensure that your event is safe for everyone attending. This includes:
 - ensuring your event is physically safe by conducting a risk assessment beforehand
 - ensuring all your team are confident about what to do in an emergency scenario
 - setting guidelines for people contributing to the event:
 - **Non-judgmental** – we can disagree with another person's point of view without offending them
 - **Respectful** – Encourage attendees to be respectful to each other. People's lived experience, characteristics and beliefs will differ and you want to create a space where everyone feels valued and listened to
 - **Inclusive** – people in the event may differ in age, race, religion, cultural background, sexual orientation, gender identity or gender expression, ability, and/or parental or relationship status. Ask everyone to be mindful of this.

These points feed into Scottish Book trust's wider [organisational values](#), which underpin the work we do across all our projects.

A note on Protective Vulnerable Groups (PVG) membership

From 1 April 2025, PVG membership is a legal requirement for anyone carrying out a regulated role with children and protected adults. The definition of regulated roles has been expanded and so it's important that you check whether the event you're planning requires a PVG membership for the author(s) involved.

Many author events will not require a PVG membership but there are instances where they will.

As you will be organising the event, with responsibility for the costs and employment of the author, we want to make sure we are drawing your attention to

safeguarding considerations. PVG membership is only one part of appropriate and robust safeguarding policies for your event.

Please check the [Disclosure Scotland advice](#) online, speak to any safeguarding lead contacts in your organisation and if necessary, seek your own legal advice.

Here are some questions to ask yourself:

- Is your event for children or protected adults?
- What sort of venue is your event taking place in?
- Is your event being marketed to the general public or will it be for a targeted group?
- Does your event involve teaching and instructing i.e. a creative writing workshop?
- Will the author(s) be supervised by staff who are already members of the PVG scheme as part of their daily work? i.e. in a school, hospital or residential care setting.

If you're unsure whether a role needs PVG membership you can contact Disclosure Scotland:

- 0300 020 0040
- response@disclosurescotland.gov.scot

Book Week Scotland key messages

We are planning a busy marketing campaign for Book Week Scotland 2025. All our communication will focus on these key messages:

- Book Week Scotland is for everyone: our events programme is designed to ensure anyone can find a way to take part that appeals to them.
- Book Week Scotland celebrates whatever it is that you enjoy reading: from fiction, non-fiction, comics, graphic novels, magazines, audiobooks, online articles – anything! No reading is bad reading!
- Book Week Scotland is a fantastic opportunity to share what you like to read or to try something new.

We will also build on our original objectives for Book Week Scotland:

- Bringing communities together to share and celebrate the transformative power of books and reading.
- Supporting bold, innovative and fun events that promote the benefits of reading and writing.
- Reaching a wide a range of people and communities, including the most vulnerable or isolated, throughout every local authority in Scotland.
- Creating a legacy for communities to continue enjoying books and reading together in the future.
- To work in partnership with libraries in every local authority in Scotland.
- To promote Scottish writing and writers.

Key dates

- **Book Week Scotland**

Monday 17 to Sunday 23 November

- **Funding released to partners**

Week beginning 8 September

- **Deadline for event listings (for display at point of press launch)**

Friday 26 September

- **Print materials sent to partners**

Week beginning 29 September

- **Book Week Scotland press launch**

Thursday 9 October

- **Book orders sent to partners**

Week beginning 13 October

- **Deadline for evaluation survey**

Friday 19 December

2025 theme

The theme for Book Week Scotland 2024 is **Friendship** and within that we have five strands which you may wish to use as inspiration when planning your events or activities:

- **Formative friendships (early memories)** – The friendships that are deeply connected to our youth. When we found the people that gave us a better sense of who we were, or wanted to be, and set us on our path. These are the moments we return to time and time again, the stories – and people – we find comfort in, always.

‘Time doesn’t take away from friendship, nor does separation.’

– Tennessee Williams.

- **Friends we found in difficult moments** – The ones that were there for us when it mattered most. From the person you haven’t heard from in years reaching out to offer their support, meeting someone whose experiences reflect our own or a kind word from a complete stranger. When we share our stories with those around us, we unburden ourselves, finding the strength to keep going or start again.

‘I would rather walk with a friend in the dark, than alone in the light.’

– Helen Keller

- **Community friendships** – The friendships we formed from the causes that are most important to us. Whether that’s advocating for equality, volunteering at a local care home or the monthly nature walk we share with likeminded folk, connecting with those around us gives us purpose and reminds us that we’re part of something bigger.

‘You can’t stay in your corner of the Forest waiting for others to come to you. You have to go to them sometimes.’

– AA Milne

- **Unexpected friendships (*did we just become best friends?*)** – Sometimes a friendship can appear from nowhere. We didn’t plan for it, or seek it out, it just happened. And suddenly you’ve connected with someone you feel like you’ve known all your life. Maybe it was after you moved to a brand new

place, changed careers or started a new hobby. Instant connections are intoxicating, reinvigorating our lives, giving us renewed enthusiasm or purpose.

'A friend may be waiting behind a stranger's face.'

– Maya Angelou

- **Friends for life** – The people who've been with us through it all. The ones we have our own language with, a set of memories that grow more important with each passing year, each milestone, each celebration. These are the people we can rely on to provide perspective, bring some joy or simply listen to us when we need to vent. The ones that don't demand anything from us. They know who we are – and why we matter.

'Don't walk in front of me. . . I may not follow

Don't walk behind me. . . I may not lead

Walk beside me. . . just be my friend.'

– Albert Camus

Planning your event



Whether your organisation is planning an in-person or digital event, we have compiled some tips to help you get the best out of your Book Week Scotland programme.

In-person events

While digital events have allowed organisations to connect with new audiences and innovate their approach, we love that communities are able to come together in-person to celebrate the power of books and storytelling as part of Book Week Scotland.

Venue

Finding the right venue is key to the success of your event. Think about its capacity, how accessible it is, what the parking options are, how easy or difficult it is to travel to, the acoustics of the space, what technical equipment is available (e.g. microphones), the number of toilets, when you'll be able to access the space on the day and if there's a green room space for your author[s].

Be clear and open about the venue and its limitations wherever you are advertising the event. Make it clear in your event copy that if people are unsure of any element they can get in touch to discuss it with you.

Staffing

Ensuring you have the correct number of staff will allow your event to run smoothly. Get your team together well in advance to discuss responsibilities and potential queries from your audience.

Pricing

A huge part of Book Week Scotland is ensuring our events are financially accessible to attendees. That means keeping events free to attend wherever possible.

However, we understand that ticket sales are sometimes necessary for organisations to recoup their programming costs but we ask that you keep these moderate (no higher than £5 per ticket).

You can also use some of your additional accessibility budget to identify specific groups or communities that would be interested in attending the event but may not have the means to pay for a ticket or travel.

Author fees

In line with our Live Literature rate, authors should receive a minimum payment of £200 for a session of up to 90 minutes. For any event longer than 90 minutes, a second session payment (of minimum £200) will be required.

The author you are planning to work with does not have to be listed on the [Live Literature Author Directory](#) – though we'd love it if they were!

Ticketing

It is a good idea to set-up mobile tickets for your event. If you are advertising your event via Eventbrite, attendees will be able to use QR codes, either on their phones or on printed tickets, which staff can scan to check-in them in.

Incorporating digital

You might be able to include a digital element to your in-person event. Could you broaden your audience by livestreaming? Perhaps you could film the event and upload it to your website or social channels afterwards. This will involve a lot more

planning and work on the day but if you are keen to expand your event's reach it's worth considering.

Book sales

The best way to offer book sales at your event is to approach your local bookshop. Get in touch in advance so they can order stock. It is also worth double-checking if the bookshop will be able to provide contactless payments.

Other considerations for events

Marketing

Make sure you get the word out about your event in advance. You can use our free posters to promote it. Putting up these posters in and around your community is a great way to spread the word.

You can also use our digital assets to promote your event on your organisation's website or social channels.

Ensure the date, time and venue of your event is consistent and visible in all marketing materials

There are lots of ways to market your event – take a look at the social media and PR toolkits (pages 27–31) for ideas. Scottish Book Trust can also promote your event in the Book Week Scotland online listings (pages 23–24).

You can order free marketing materials from our website (page 19–20).

Other events in your area

With so many great events taking place across the country during Book Week Scotland, promoting other events alongside your own can be a great way to increase the reach and success of the whole week. So, if you know another organisation is holding an event similar to yours that your audience or community may be interested in, please do share the information with them.

Digital events

Digital events are constantly evolving, so there are many considerations to help give your audience the best possible experience.

Online platforms

The first thing to decide is which platform you will be using to deliver your event.

There are a number of options including, but not limited to, Zoom, Microsoft Teams, Facebook Live and YouTube. Each platform has its own pros and cons list and which you choose will depend on your programming requirements.

The most important thing is that the platform you choose has features that match your security needs. So, spend a bit of time researching the security options of each one before you commit to it for your event.

Should the event be live or pre-recorded?

Another advantage of digital events is that you can record your content in advance and choose when you release it to the public. That way your organisation can focus on getting the word out to your networks about where and when they can view it.

However, this may not be the best option if you want your audience to be able to get involved with questions and comments. If you are trying to recreate the buzz of a traditional book event, streaming the event live is the best way to go.

Ticketing

Another key element to consider is where you will be advertising and asking attendees to sign up to your event from.

The easiest way to promote your content is through [Eventbrite](#). Eventbrite allows you to control all the elements of your event including audience numbers, ticket prices and accessibility information.

Event length

The sweet spot for online events is between 45–75 minutes. If you plan to run a Q&A session, make sure you factor in enough time for this too.

A reminder that, in line with our Live Literature rate, authors should receive a minimum payment of £200 for a session of up to 90 minutes. For any event longer than 90 minutes, a second session payment (of minimum £200) will be required.

Make sure the author is aware of, and comfortable with, the running time. Online events require a bit more concentration and energy – for everyone involved!

Scheduling

If your event caters to a specific audience, or age group, think about when it would be easiest for them to get involved.

Early evening events work well for families, as most adults will have finished work by then. If you are running a workshop with limited sign-ups you can be more flexible with your timings.

Staffing

Having adequate members of staff to help with the delivery of your online event will ensure it runs smoothly for your audience.

If a member of your team is chairing the event, it is a good idea to have one or two colleagues managing the technical elements in the background such as:

- advancing slides
- muting and unmuting audience members that wish to ask a question
- flagging or responding to questions/comments from the audience in the chat box
- controlling any video/audio elements included as part of the event

Rehearsing with your author

If you are collaborating with an author, schedule a practice session with them to ensure your event runs as smoothly as possible. This allows everyone to feel comfortable with the technology and gives you a chance to iron out any kinks ahead of time.

Bear in mind that if you are planning to rehearse with your author more than once, it may be appropriate to increase their fee. Be clear with them on how many run-throughs you are planning and make sure they are comfortable with the level of work you expect.

Accessibility

Accessibility for online events is constantly improving and there are many features you can implement to help make your audiences' experience more enjoyable. The more time you spend planning and testing your platform's features, the easier this process will be. Platforms are constantly improving their offering, so make sure you are up-to-date on any new features and their functionality.

We understand that cost plays a huge role in what organisations can provide. The most important thing is to be open, approachable and clear with your audience.

Within event descriptions, let people know what you will provide. Ask people to contact you in advance to discuss specific requirements.

If you are not sure where to start, we recommend looking over the excellent [Inklusion Guide](#) which has extensive insights for programming accessible events.

The accessibility options you offer will depend on the type of event you are planning. We have listed some considerations for each below.

Live digital events:

- Can you provide a live BSL interpreter?
- Can you enable closed captions?
- Record your event to allow for closed captions to be added afterward.
- If your event is interactive, make slides easy to read.
- Allow for processing time during activities or exercises.
- Give an overview of the event's accessibility features in your introduction.
- Can a colleague provide real-time updates to specific attendees if BSL interpreter or closed captions are not possible?
- Email reminders before the event.
- Can you improve the event's audio quality with specialist equipment such as an external microphone?
- Provide a simple guide (or link to an existing one) on your platform's basic functionality.
- Schedule comfort breaks if your event has a long run time.

Pre-recorded digital events:

- Provide closed captions or transcription of the event.
- Provide a BSL overlay.

It is a good idea to follow up with your attendees after the event to ask for feedback on what worked well and how you can improve.

Book sales

Offering book sales as part of your event can be a great opportunity for the author to promote their books.

The easiest way to offer book sales is to collaborate with a local bookshop; approach them well in advance to enable them to order copies of the author's books.

If the bookshop has an online store, ask your chair to mention it in their introduction and provide an online link at the end of the event. You may be able to work out a special promotion or discount code for attendees with the bookseller beforehand.

Security and safeguarding

Keeping your audience safe online is a fundamental part of digital events.

You should always require attendees to enter a password to access your event.

Circulating ground rules to participants prior to the event is a great way of ensuring people are clear on what is acceptable online behaviour. This gives clear parameters for what will and will not be tolerated within the space.

For detailed information on what you can do to keep your audience or participants safe, see our detailed [resource page](#).

Funding FAQs

How will funding be released?

You have had an email with your funding agreement form. Please complete and return this to bookweekscotland@scottishbooktrust.com **by no later than Wednesday 27 August.**

When you have returned your funding form we will release your funding via BACS payment to the bank account listed on your form. Funding will be released from the week beginning 8 September. You will receive an email from our finance team after the payment has been issued.

Author fees

In line with our Live Literature rate, authors should receive a minimum payment of £200 for a session of up to 90 minutes. For any event longer than 90 minutes, a second session payment (of minimum £200) will be required.

What can I use the funding for?

The funding can be used to pay for any expenses associated with putting on a Book Week Scotland event. These could include an author fee and travel/accommodation/subsistence expenses, or you could use the funding to pay for catering, prizes for a giveaway or competition, materials for your community activity – whatever you need to make your Book Week Scotland event possible. If you are unsure, please get in touch with us at Scottish Book Trust to discuss.

What should I avoid using the funding for?

You should not use your funding to pay for an existing role or post. You should not use your funding to pay for anything on which you will generate a profit, i.e. to buy books or catering for which you intend to charge.

What if I am not going to use all of the funding?

If you know that you are not going to use all of your funding, please:

- Try to use it in another way during Book Week Scotland. Could you run a prize draw at the event, or gift books in your community? Can you gift e-book vouchers to individuals or organisations who need them?

- If an event during Book Week Scotland is cancelled, could you rearrange it for some time soon after? (We would be very happy for this to happen!)
 - Events should take place as soon as possible after Book Week Scotland and before the end of March 2026.
- Is there some way you could use the money to extend the impact of Book Week Scotland – buying library stock from the events for example, or running a follow up writing workshop on the same theme?
- Could you buy some [Book Week Scotland merchandise](#) (badges, tote bags and mugs), to gift during Book Week Scotland? See pages 21–22 for more information.
- If none of these options work for you and you wish to return your surplus funding, please get in touch with us as soon as possible and by Friday 28 November 2025 at the latest. We will issue you with a letter requesting the return of funding and this will give us time to find another use for it before the end of the financial year.

What if I overspend?

We can only guarantee to provide you with the funding we originally allocated. But if you find you are going to overspend on your allocated budget, please get in touch with us ASAP. Sometimes funding is returned to us and we can use it to provide support elsewhere. This is entirely dependent on partners returning unused funding and each request for additional money will be considered individually.

Print materials



You can order **free** materials from us to promote your event. These include postcards, bookmarks, posters and sticker sheets (24 stickers to a sheet).

To order your materials, go to our online [SurveyMonkey form](#). You can choose the items you want as well as the quantity.

Orders will be sent out from the **week beginning 29 September**. On the day of delivery, you will receive an email or text notification from the courier with a specific timeslot.

If you have any queries about your order, please email bookweekscotland@scottishbooktrust.com.

Ordering copies of *Scotland's Stories: Friendship*

You can order copies of our free book, *Scotland's Stories: Friendship*, via our [online order form](#). Help us spread a love of reading by book gifting – distributing copies to community groups, your workplace or to family and friends. The minimum order limit is 30 copies.

Please note:

- Book orders will be sent to all partners from **week beginning 13 October**.
- Order ASAP to ensure copies arrive ahead of Book Week Scotland.

If you require individual copies, they can be ordered from our [online shop](#).

Book gifting

70,000 copies of *Scotland's Stories: Friendship* will be winging their way around the country during Book Week Scotland. The collection is made up of true stories from people all over the country, inspired by this year's theme, Friendship.

Our free book is a cornerstone of Book Week Scotland, instantly connecting readers to an array of stories, voices and experiences.

Year on year we are indebted to the hundreds of arts organisations, community groups and individuals that spread the book far and wide, helping us in our mission to get more people reading during – and beyond – Book Week Scotland.

Don't forget to connect with us on social to share how you're gifting your copies. Use the #BookWeekScotland hashtag.

We will also have a downloadable eBook and PDF files at bookweekscotland.com as well as an audiobook should you wish to share the book with your audiences digitally.

Book Week Scotland logo

To help people to recognise Book Week Scotland, it is important that you include the logo on **all** your marketing for the event. The logo comes in six different colours, and you can use whichever variant you think looks best. Logos are available to download on [our website](#).



Book Week Scotland is delivered by Scottish Book Trust and funded by Creative Scotland. If you have room, we would like you to include both of these logos in addition to the Book Week Scotland logo. Each logo is available on our website. However, if you only have space for one, please make it the Book Week Scotland logo.

Book Week Scotland merchandise

We now offer a small range of Book Week Scotland branded products, including a tote bag, badges and set of mugs.

These products are available to purchase on our [online shop](#). Trade discount is available on tote bags and badges if you wish to buy in bulk for resale or to gift on. Contact sales@scottishbooktrust.com for more information and to receive an order form.

Book Week Scotland pin badge



Book Week Scotland tote bag



Book Week Scotland mugs



'I ♥ my library' pin badge



Further [book-phrase pin badges](#) are available, and we will introduce other colours of Book Week Scotland pin badges and tote bags subject to demand.

Event listings

To help promote your event, you can submit an event listing that will be featured on the Scottish Book Trust website. This is not a requirement, but you are very welcome to if it will help with raising awareness and excitement for your event.

To submit your listing, complete our online [SurveyMonkey form](#).

Once you have completed the form a member of the team will format your listing for display on the Scottish Book Trust website.

We've tried to keep the form as simple as possible but if you do encounter any difficulty, please email bookweekscotland@scottishbooktrust.com.

Please note: we will be accepting listings up until **Monday 10 November**.

However, if you would like your event to be featured on our website in time for the Book Week Scotland press launch, the deadline to complete the form is **Friday 26 September**.

Below are a few tips which should help you when you come to writing your listing:

- Keep it snappy. Having a concise title will grab your audience's attention. About 70 characters or less would be perfect.
- Name your performers. It may sound obvious, but if you are collaborating with an author for your event make sure you include them in your listing.
- Make it exciting! Try to stand out from the crowd and get your audience excited about your event.
- Keep it simple. Make sure your title is easily understood so that audiences know exactly what to expect from the outset.

Examples of poor titles

- Billy Crimerton will come for a chat about his novels and why he likes writing about crime.
- Crime Event with Billy Crimerton.
- Billy Crimerton's Blood Bath.

Examples of good titles

- Dismembering the Facts: A Conversation with Billy Crimerton.

- Crime Author Billy Crimerton Gets Bloody.
- Billy Crimerton Writes with Blood!

Keep your event description clear, interesting and honest

- Show off your event. Think about the kind of event descriptions that would appeal to you! Keep it under 200 words (too long and readers lose interest) and focus on the most important details.
- Be honest. Don't overinflate your event by making unreasonable claims about the size/author/content. Stick to the facts – they'll be enough.
- Include essential information. Is the event for adults or children? What are the names of your speakers/chairpeople? Will there be a book signing?
- Highlight the details. If your event has extras (free refreshments, surprise guests, prizes) don't forget to mention them.
- Break up your text. Paragraphs are brilliant for making event listings easy to read, so break your description up. Think: intro, main description, conclusion.
- End on a high. Leave readers feeling fired up about your event, give them a good reason to sign up in your final sentence.

Book Week Scotland evaluation

Our evaluation is critical to the continued success of Book Week Scotland. Through our methodology we would like to understand:

- How many events occurred during Book Week Scotland 2025
- How many people attended a Book Week Scotland in-person or digital event
- Demographic information on participants
- If attendees are taking part in Book Week Scotland for the first time
- What impact taking part in Book Week Scotland has for participants
- If people are likely to participate in future iterations of Book Week Scotland
- Partners' experience of organising events and Scottish Book Trust's curated Book Week content.

The data gathered will be used to report to Book Week Scotland's funders and to inform future planning.

If you have any questions about any element of the evaluation please email bookweekscotland@scottishbooktrust.com.

Evaluation methodology

There are several strands to the evaluation methodology for partners this year:

Audience feedback

To gather information on participants' experience of Book Week Scotland, we will be asking them to complete a brief feedback form on SurveyMonkey. Anyone who completes the survey will have the chance to enter a draw to win one of two £100 vouchers.

How you ask your audience to complete the form depends on whether you are programming a digital or in-person event:

- **Digital events** provide an excellent opportunity to link participants directly to the survey following the event. With this in mind, we are asking that all partners delivering digital events:
 - Display a slide at the end of their event with a hyperlink to our feedback survey on SurveyMonkey.

- On booking pages – such as Eventbrite – clearly state that by supplying their email addresses participants’ agree to be contacted via email for evaluative purposes (this is essential to comply with GDPR regulations).
- Email participants after the event reminding them to complete the survey.
- For partners delivering **in-person events** there are a number of ways you can point your attendees to the survey:
 - If you’re using a projector as part of your event, display a slide at the end of the event with a hyperlink to the survey. If you are not using a projector, ask your chair to mention the survey URL at the beginning and end.
 - Use our ‘empty belly’ posters to display the QR code that will take the audience to the online survey. Make sure to include some copy that makes it clear what the posters are for, i.e. ‘Enjoyed this event/activity? Share your thoughts to be in with a chance of winning a £100 voucher!’
 - If you have taken bookings for your event or activity via Eventbrite, send out an email to your attendees afterwards with a polite reminder to complete the survey. Again, make sure you have clearly stated in your event/activity copy that by providing their email addresses, attendees agree to be contacted for evaluative purposes.
 - Share a link to the survey on your social channels reminding attendees to share their thoughts.

Partner survey

Every partner is required to complete our online survey to report on their Book Week Scotland programme.

The data we gather is essential in improving partners' experiences in the future. So, the more detail you can provide, the better.

The link to the survey will be sent out via email from the week beginning 10 November and the deadline for responses is by **5pm on Friday 19 December**.

Please note that this survey will ask you for information about audience numbers from each of your digital or in-person events, and as such you may require members of staff running each event to collate this information and report back to you.

The survey is split into two sections:

Section 1 – Audience data

We would like you to gather information about the audience for every Book Week Scotland digital or in-person event you run.

For **in-person events**, please keep a note of the following:

- How many in-person events you are running using Book Week Scotland funding
- How many, if any, in-person events you are running in addition to those counted above
- The number of attendees
- **For Library Services only** – how many in-person events you are running with SLIC funding

For **digital events**, please keep a note of the following:

- How many digital events you are running using Book Week Scotland funding
- How many, if any, digital events you are running in addition to those counted above
- The maximum capacity of the event (e.g. a webinar for 100 attendees)

- How many people viewed the event (including those who viewed a recorded version of the event)
- **For Library Services only** – how many digital events you are running with SLIC funding

Section 2 – Organisational feedback

This section asks partners for general feedback of their experience of Book Week Scotland.

Questions include which elements of Scottish Book Trust's curated programme partners engaged with and how their events positively impacted their audiences.

Conversations and case studies

To gain a richer picture of their Book Week Scotland experience, Scottish Book Trust staff will collaborate with several partners to build a series of case studies.

These will be informal conversations, most likely over the phone, with a series of focused questions about partners' experience of the week. Questions will be circulated in advance to allow partners to prepare.

If you would like to participate in a case study, please do get in touch with one of the team – we'd love to hear more about your experience of Book Week Scotland!

2025 evaluation timeline

Pre-Book Week Scotland

Evaluation tools sent to partners

Week beginning 10 November

Evaluation surveys for partner feedback sent out

Friday 19 December

Deadline for evaluation

Fundraising



Did you know that Scottish Book Trust is the charity behind Book Week Scotland?

Our mission is to ensure people living in Scotland have equal access to books. Everyone should have the opportunity to improve their life chances through books and the fundamental skills of reading and writing. We support all communities across Scotland, with particular focus on those who are vulnerable, under-represented and most in need.

In addition to the funding we receive from the Scottish Government and Creative Scotland, we need the constant support of trusts and foundations, corporate organisations, community groups and individual book-lovers like you.

Could you help us change more lives through reading and writing by fundraising for Scottish Book Trust as part of your Book Week Scotland programme?

Here are a few simple fundraising ideas:

- Ask for a voluntary donation for free events.
- Tell your audiences about Scottish Book Trust and promote the [Scottish Book Trust donation page](#) during virtual events.

- If you are planning an author event, hold a competition raffle for a chance to win the author's book.

Fundraising for us is entirely optional, but if you would like to give it a go, we'd love to support you in any way we can. For example, we can provide Scottish Book Trust collection tins and buckets, as well as leaflets about the different areas of our work.

If you would like any materials or advice regarding your fundraising, please feel free to contact Eilidh Cameron, Fundraising Officer by email at eilidh.cameron@scottishbooktrust.com.

We also appreciate that some of our partners are charities who themselves need to raise funds. Could you use Book Week Scotland as an opportunity to fundraise and split the donations between your charity and Scottish Book Trust? Even something as simple as acknowledging your event is supported by Scottish Book Trust is deeply appreciated.

Together, we can turn Scotland into a nation of booklovers and change lives through reading and writing.

Social media toolkit

Book Week Scotland offers us all an opportunity to engage new audiences with reading. Our social media campaigns will bring a buzz to books, spread the word about events and keep people up to date with all things Book Week Scotland.

How we use social media

- **Build new audiences:** Book Week Scotland is a perfect opportunity to inspire a love of reading in new audiences online, across the world.
- **Raise awareness:** by engaging with Book Week Scotland online we can build awareness of your events and campaigns.
- **Buzz:** our combined social media activities will create excitement around Book Week Scotland, books, book shops, libraries and reading.
- **Networking:** social media will help us to build strong relationships with other organisations in Scotland, and beyond.
- **Legacy:** with targeted social media campaigns and digital events we can create an online legacy to encourage more and more people to make reading for pleasure a part of their lives.

Work with us!

We hope to start a national conversation around reading and books before, during and after Book Week Scotland. Part of this conversation will be sparked by your events and online activities. Working together on social media, we can promote Book Week Scotland, libraries, partners and all the events that are an integral part of this celebration.

We cannot publicise every single Book Week Scotland happening through our own social media channels, but we can help in other ways. For this, we need your help.

- Let us know which events you are planning at your earliest opportunity. We want to hear how you are celebrating Book Week Scotland. Share exciting news with us by emailing bookweekscotland@scottishbooktrust.com and we will do what we can to share your news on our social media channels.
- Use the #BookWeekScotland hashtag in your social posts where appropriate.

- Connect with us on [Facebook](#). Mention Book Week Scotland by adding an '@' symbol before 'Book Week Scotland' and selecting us from the dropdown. Unfortunately, we can't accept invites as event co-hosts.
- Use the #BookWeekScotland tag on Instagram, and make sure to tag us ([@scottishbooktrust](#)) on posts, stories and reels, if you can.
- Encourage your audience to engage with Book Week Scotland on social media at events.
- On TikTok? Tag [@scottishbooktrust](#) in your videos.

Our online platforms

Here are all the different Book Week Scotland social media platforms.

Facebook: facebook.com/BookWeekScotland

Instagram: instagram.com/scottishbooktrust

YouTube: youtube.com/scottishbooktrust

TikTok: tiktok.com/@scottishbooktrust

PR toolkit



PR can be an effective way to reach large audiences inexpensively, through editorial coverage (rather than paid ads). Media coverage will bring you to the attention of readers or viewers, raising your profile on a local – and perhaps even national – level. The way to get the media interested is to provide them with newsworthy stories and eye-catching photographs.

Types of media

- Broadcast media: TV and radio.
- Web-based media: blogs and websites.
- Print media: newspapers (local, regional and national).
- Magazines (trade and consumer – trade magazines are generally subscription only and related directly to a specific sector/business/organisation; consumer magazines are sold to the public).
- Social media: Using your organisation's social channels is an effective way to update your audiences and raise awareness (for more information, see our **social media toolkit**).

Press release

This PR toolkit includes a press release template (Appendix 1). If you prefer to write your own, follow these tips:

Writing a press release

- At the top of the email write 'PRESS RELEASE' in block capitals, followed by 'FOR IMMEDIATE RELEASE' if this is the case, or 'EMBARGOED UNTIL' plus relevant date and time.
- Write a catchy headline to create interest without exclamation marks or exaggerations. Puns work well, e.g. 'Read all about it! Book Week Scotland fun at Example School.'
- Your press release should be no more than 400 words and written in the third person. The following structure is a good guideline:
 - Summarise the release in the first line – include the who/what/when/why/where as relevant.
 - One or two paragraphs with further details.
 - A short quote or two (approx. 60 words) from relevant people. Good spokespeople include the head of your organisation, someone from a partner organisation or local VIPs.
- Insert Notes to Editors at the end of the release – this is information about your organisation and about Book Week Scotland. (Notes to Editors text about Book Week Scotland is provided in Appendix 2).
- Do not forget to include clear contact details and a mobile number at the end of the release.
- Make sure you include your organisation's website in the body of the press release e.g. 'For additional information, go to bookweekscotland.com.'

Distribution

- It is best to paste the text of the press release into the body of the email rather than sending it as an attachment.
- Find out the publication day and print deadlines of your local paper, and send them the release in plenty of time beforehand.

- If you would like a list of press contacts in your local area, please email bookweekscotland@scottishbooktrust.com

Important information to include in all press communications

The following paragraphs should be used in all communications materials when describing Book Week Scotland:

Brought to you by Scottish Book Trust – the national charity changing lives through reading and writing – Book Week Scotland 2025, will take place 17–23 November, linked to this year’s theme of Friendship.

Working with a wide range of partners, hundreds of free events take place during Book Week Scotland in libraries, community spaces and venues all over Scotland.

Now in its fourteenth year, Book Week Scotland is supported by The National Lottery through Creative Scotland as well as funding for libraries from Scottish Library and Information Council (SLIC).

bookweekscotland.com

Appendix 1: Press release template

[Insert Scottish Book Trust, Book Week Scotland, and your own logo]

FOR IMMEDIATE RELEASE

[YOUR ORGANISATION] is taking part in Book Week Scotland Celebrations.

[YOUR ORGANISATION'S NAME] is holding a [YOUR EVENT] to celebrate Book Week Scotland 2025 (17 to 23 November).

Book Week Scotland is a national celebration of books and reading, and this year's theme for Book Week Scotland 2025 is Friendship.

[Your organisation's name] will take part in the celebrations by. . . [WRITE ABOUT THE WHAT, WHERE AND WHEN OF YOUR EVENT HERE].

During Book Week Scotland, people of all ages and walks of life come together to share the joy of reading. Together with Scottish Book Trust's curated programme, our partners deliver hundreds of unique, exciting events and activities that celebrate the transformative power of reading. They are joined in this celebration by Scotland's authors, poets, playwrights, storytellers and illustrators to bring a packed programme of events and projects to life.

Those who want to spend the week reading will also have plenty of choice, with a free book which will be distributed to libraries and Book Week Scotland partners across Scotland in the run up to the week.

[INCLUDE A QUOTE, NAME AND JOB TITLE OF PERSON AT THIS ORGANISATION] said:

[ADD A SECOND QUOTE HERE IF YOU HAVE ANOTHER PERSON TO QUOTE]

Working with a wide range of partners, Scottish Book Trust – the national charity changing lives through reading and writing – will deliver events and activities across the country during Book Week Scotland 2025, which runs from 17 to 23 November, linked to this year's theme of Friendship. Now in its fourteenth year, Book Week Scotland was initiated by the Scottish Government.

bookweekscotland.com

ENDS

Notes to editors:

- [Add information about your organisation, and see Appendix 2 for further notes to add].
- For more information about Book Week Scotland, visit bookweekscotland.com. Check out #BookWeekScotland or 'Like' the Book Week Scotland Facebook page for updates.

To find out more about [YOUR ORGANISATION'S NAME] event, contact [YOUR CONTACT NAME AND INFO, E.G. PHONE NUMBER AND EMAIL].

Appendix 2: Notes to editors

The following paragraphs should be used in the Notes to Editors section of all press releases:

About Scottish Book Trust

Scottish Book Trust is a national charity that believes everyone living in Scotland should have equal access to books. Our work provides opportunities to improve life chances through books and the fundamental skills of reading and writing. Access to books and a love of books bring many important benefits from family bonding and advancing children's learning, to unlocking creativity, helping employability and improving mental health and well-being. Scottish Book Trust aims to support all communities across Scotland, with particular focus on those who are vulnerable and under-represented.

Our programmes and outreach work include:

- Gifting books to every child in Scotland to ensure families of all backgrounds can share the joy of books at home, through Bookbug and Read Write Count.
- Working with teachers to inspire children to develop a love of reading, creating innovative classroom activities, book awards and author events such as Authors Live with the BBC and our Scottish Friendly Children's Book Tour.
- Supporting and nurturing Scotland's wide-ranging literary talent, both emerging and established through our training, awards and writing opportunities including New Writers Awards.
- Creating events to share books and connect writers with communities, including Book Week Scotland.
- Providing support to people living with dementia, and their carers, through Reading is Caring.

In addition to the funding we receive from the Scottish Government and Creative Scotland, we need the constant support of trusts and foundations, corporate sponsors and individual donors.

Find us online at scottishbooktrust.com. Follow @scottishbooktrust on Instagram or like Scottish Book Trust's Facebook page.

Book Week Scotland

Initiated by Scottish Government and supported by funds from the National Lottery through Creative Scotland Targeted Funding and SLIC, Book Week Scotland 2025 will be delivered by Scottish Book Trust from 17–23 November.

For more information about Book Week Scotland 2025 and how you can get involved, visit bookweekscotland.com where you can find information about all the events taking place in your local area. Follow @BookWeekScot and #BookWeekScotland on X, or like the Book Week Scotland Facebook page.

Creative Scotland

Creative Scotland is the public body that supports the arts, screen and creative industries across all parts of Scotland distributing funding provided by the Scottish Government and The National Lottery. Further information at creativescotland.com. Follow us on Twitter, Facebook and Instagram. Learn more about the value of art and creativity in Scotland and join in at ourcreativevoice.scot.