



27 November–3 December 2017

BOOK WEEK SCOTLAND

Celebrate books and reading,
wherever you are!

bookweekscotland.com

f t i p #bookweekscot

**Scottish
Book Trust**
Inspiring readers and writers

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Book Week Scotland key contacts

We are always here to advise you on any part of your event and make the process as smooth as possible.

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Welcome to Book Week Scotland 2017

Book Week Scotland is a week-long celebration of books and reading that takes place every November. Book Week Scotland 2017 runs from Monday 27 November to Sunday 3 December.

We cannot wait to make a massive noise for books this November with Book Week Scotland 2017, but we need your help.

To build on the success of our past campaigns, we want to work with you, our partners, to celebrate all things books from 27 November to 3 December, 2017.

The theme for this year's Book Week Scotland is Nourish and within that we have four separate strands:

- Justice and Sustainability – equality of access to food and equality of access to culture, how our food and our culture is produced/made.
- Breaking Bread – sharing culture, identities and traditions, international, travel, communities, faith and food, making connections using food and story.
- Nourishing Ourselves – health and wellbeing, how we nourish our whole beings, books as sources of mental, spiritual and emotional nourishment, different types of reading for different appetites.
- Feast – celebration, a cornucopia, something for everyone to try, fun, playful.

We are planning a busy marketing campaign for Book Week Scotland 2017. All of our communication in these areas 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 to read.
- Book Week Scotland is a fantastic opportunity to share what you like to read and to try something new.

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

- To raise public awareness of and celebrate the pleasures of reading.
- To work in partnership with libraries in every local authority in Scotland.
- To promote Scottish writing and writers.
- To convert participation in Book Week Scotland to increased and/or sustained engagement in reading activity.

The following guide will help you organise and market your Book Week Scotland events.

What makes a good event?

Imagine your audience

Different events will attract different audiences and it's not always easy to predict who will engage with your event.

Having a clear picture of the audience you want to attract can help massively when it comes to marketing your event. The more you can define what your event is and what it will be like the more likely it will be that people will want to come along.

If your event will only be available for a specific age group then make sure this is clearly defined within the description.

Think outside the box

Bring an author to the area no-one will expect. Don't have a fixed venue – take them on an outdoor storytelling walk. Have a films-based-on-books night. Think of ways you could put on an event that is a bit different and memorable.

Spread the word

Drum up excitement for your event by spreading the word about it with posters, flyers and on social media. Remember – there is nothing like word of mouth to create a bit of excitement.

Make it special

Make your attendees feel like royalty and that they're coming along to something special. Decorate the venue, tempt them with teas, coffees and cake or have a raffle with some book-themed prizes.

Focus on fun

A lot goes into the planning of the event, don't get too lost in the details and have the event lose its fun factor. Focus on fun!

Planning your event

Planning an event can feel like a huge task at times, breaking it down into steps makes it easier. We've included some helpful tips on what to consider when planning your event below.

Time and date

Think about who you want to come along to the event and choose a date and time that are going to work best for that audience. Make sure the time and date of your event is always clearly visible when you are promoting your event. Whether it's through social media, on your website, within event listings or on marketing materials, make sure it is clearly visible, consistent and accurate.

Venue

Finding a suitable venue is one of the most important elements in making your event a success. Is your chosen venue a suitable size for the audience you hope to attract? Can the venue provide access for guests with disabilities? If you are planning on providing catering will the space be able to accommodate this?

The venue can be part of the attraction for an audience. Are there any unique and interesting spaces in your community? Consider putting on an event somewhere different or unusual – perhaps a castle, a garden or a pub or café.

Staffing

Book Week Scotland would not be possible without the countless people who devote their time and energy into making successful events. Whether you will be using paid staff or volunteers it's really useful to get everyone together prior to the event to make sure everybody knows what their role will be. Any information staff can give about Book Week Scotland, similar events, or reading in general will be great. Having enthusiastic and interested staff and volunteers can go a long way towards making an event successful.

Book sales

If you will be collaborating with an author for your event, this will serve as a great opportunity to promote their books. Audience members could purchase these before or at the event and have the books signed by the author, at the event. The easiest way to provide books for sale is to partner with a local bookshop. If you wish to do this, you will need to approach the bookshop well in advance (at least 6 weeks) with details of the author, expected audience size and timings for the event. Check if the bookshop can take card payments at the event and make sure it is clear in the event information if they can only take cash.

If you cannot partner with a local bookshop, the author may be able to arrange to bring books for sale on the day. You will need to check this with them at least 4–6 weeks in advance to give them time to order books from their publisher if necessary. You could offer to help by looking after sales before and after the author is speaking, to give them time to sign people's books. If you are doing this, make sure you have agreed with the author whether there is a discounted price for the event, and make sure you have a float, with plenty of change for people paying in cash. Count

the float before the event and keep a tally of the number of books sold, to help you work out how much cash is due to the author.

Draw people's attention to the books for sale at the beginning and end of the event. If the books will be in a separate section of your venue, then let people know how to get there and have clear signage around the area, with the book price shown on the signs.

Marketing

We all know the feeling of finding out about a great event after it has taken place. The more you can do to promote your event to people who will have an interest in it, the better.

Make full use of our free Book Week Scotland marketing materials. You can order as many materials as you like. These include 'empty belly' posters with space for you to write your event details on, posters advertising Book Week Scotland in general, postcards and bookmarks. Put up posters in and around your venue and ask local organisations such as shops, community spaces and big offices to do the same. For more information on how to order these materials please see the print materials section on page 11.

There are lots of ways to market your event - take a look at the social media and PR toolkits we have created on pages 26 and 28. Scottish Book Trust will also list your event in the Book Week Scotland listings online – to submit your listing, see our guide on page 39.

Other events in your area

With so many great events set to take place across Scotland as part of Book Week Scotland, promoting other events alongside your own can be a great way to increase the reach and success of the whole week. If you know that another organisation is holding an event in your area that may be similar to yours, or of interest to your guests, pass on the details. You can also include links to the events on your website and promote them via social media.

Ticketed events

If you are considering ticketing your event (if places are limited, or in order to gauge interest, for example), there are a few things to take into consideration.

Make sure people know how to purchase a ticket: display the information clearly on your website; include it in any marketing materials you are planning to distribute prior to the event; and, of course, include it in your event listing information, for the Scottish Book Trust website.

If you need a booking system, consider using Eventbrite [<https://www.eventbrite.co.uk>], a fantastic online booking system where audiences can book tickets online.

Free events

If you are not planning to charge an admission fee to your event, it may be a good idea to include tickets anyway. This will allow you to record the number of people attending your event, which will really help us when it comes to the evaluation stage in December.

Remember...

To hold an event you must have public liability insurance covering the venue as well as any relevant licences. Please contact your local authority for more information.

Print materials

You can order free print materials from us to promote your event. These will include posters, postcards and bookmarks. Depending on your needs, you can opt for A3 posters with general detail relating to Book Week Scotland and/or our 'empty belly' A4 posters, which have space for you to write in event details.

You can order your marketing materials via the link below. You can choose the items you want as well as the quantity. We will be accepting orders up until Wednesday 13 September.

<https://www.surveymonkey.co.uk/r/RHKRR3W>

We will be sending out all the marketing materials from Mon 2 October onwards. If you have any queries about your order please get in touch with Gordon at gordon.connelly@scottishbooktrust.com.

Book Week Scotland pop-up banners are also available at a cost of £40 + VAT + £15 delivery fee. Discounts are available for larger quantities, please get in touch with Leila on 0131 524 0161 or leila.cruickshank@scottishbooktrust.com to order these. We can add your logo to these for a small fee to cover the designer's time. Your local library should have two of these banners already, so they may be willing to lend you one if they don't have an event at the same time. Please contact your library directly to ask about this.

The Book Week Scotland logo

We are trying to spread the word about Book Week Scotland far and wide. To help people to recognise Book Week Scotland, it is important that you include the Book Week Scotland logo on all your marketing for the event. The logo comes in six different colours and you are free to use whichever colour you think looks best. You can download these from bookweekscotland.com/information. There are versions with and without the year, and with and without our Book Week Scotland tagline 'Happy reading!' Please use the version without the year if you think you may be able to reuse your item again next year. If you think the item will only be used this year, please use the version with the year. You can choose to use the ones with the tagline depending on the size you are reproducing the logo – if it gets too small to read the tagline easily, please use the non-tagline version.

Book Week Scotland is run 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 and these are also available on our website. However, if you can only fit in one logo, please make it the Book Week Scotland one.

If you have any questions about logos or branding, please contact leila.cruickshank@scottishbooktrust.com.

Listings

You will be sent the Book Week Scotland 2017 Event Listing Form to complete and return to our Listings Copy Editor, in the form of an Excel spreadsheet: **the deadline for submitting your listings is Weds 13 September 2017**. There is a detailed guide on how to complete this form in Appendix 7 (see page 39), but below are a few general things to keep in mind when writing an event listing for the Book Week Scotland website (or other sites):

- 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/chair people? 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 come along in your final sentence.

If you have any questions about your listing, please contact our Listings Copy Editor, Erin McElhinney, on erin.mcelhinney@scottishbooktrust.com

Reading Lunch and Online Vote

Reading Lunch, St. Andrews Day, 30 November

As part of Book Week Scotland 2017, and to celebrate St. Andrews Day, we will be encouraging people around the country to put down their pens and pick up a book for one hour over lunchtime.

So why not organise a Reading Lunch within your organisation? Ask everyone to get involved, bring plenty of spare books and enjoy taking some time out to rediscover how nourishing (see what we did there?) reading can be.

Online Vote

As part of Book Week Scotland 2017, Scottish Book Trust are working in partnership with Quercus and Waterstones to produce a vote for a Lost Scottish Gem – an out-of-print Scottish book which people would like to see brought back and published as a new edition. We will identify 5 or 6 potential books and allow the public to vote for these based on a short summary and extract.

The winning book will be announced during Book Week Scotland, at the launch event for Christopher Fowler's new book, *The Book of Forgotten Authors*. The book will be published by Quercus in the spring of 2018 and Waterstones will then feature it as their Scottish Book of the Month.

We're really excited by this project and want to get as many people involved in the voting as possible; so please share it with colleagues, professional networks as well as friends and family.

Fundraising

Did you know that Scottish Book Trust is a charity?

Could you incorporate fundraising into your Book Week Scotland programme and help us change more lives through books, reading and writing?

As the charity behind Book Week Scotland, we rely on the generosity of the public to fund some of our work.

Here are a few simple fundraising ideas:

- Add a voluntary £1 donation on to your ticket fee.
- Ask for a donation for free events.
- Display your Scottish Book Trust donation box during Book Week Scotland – we'll send this to you along with your bookmarks, postcards and posters! If you need additional fundraising boxes, please contact victoria.sampson@scottishbooktrust.com
- Hold a second hand book sale or book swap. You can download your free book sale fundraising guide at <http://scottishbooktrust.com/reading/hold-a-fundraising-book-sale>
- Have a fundraising bake sale to fit in with the Nourish theme.
- If you are planning an author event, how about holding a raffle on the day for a chance to win the author's book?

We understand that for some partners, fundraising will not be an option. That is perfectly fine – fundraising is entirely voluntary!

We also appreciate that some of our partners are charities who themselves need to raise funds. Perhaps you could use Book Week Scotland as an opportunity to fundraise and split the donations between your charity and Scottish Book Trust?

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

Book Week Scotland Evaluation

The events which are taking place all over the country are at the heart of Book Week Scotland. With the event evaluation this year we are hoping to understand:

- how many people participated in a Book Week Scotland event, with further demographic information from the online individual survey, so as to further understand our audience
- how people are participating in Book Week Scotland
- how people are becoming aware of Book Week Scotland
- whether participating in Book Week Scotland has any impact on their participation in reading activities
- Event partners' experience of organising activity for Book Week Scotland.

We will use the data gathered from the different evaluation strands to report to funders and to inform future Book Week Scotland planning.

If you have any questions about completing any of the Book Week Scotland evaluation please email philippa.cochrane@scottishbooktrust.com

Evaluation Methodology

There are several strands to our evaluation methodology for this year:

1. Online Survey

We would like one representative from your organisation to complete the survey. This will be administered online through Survey Monkey.

Please note that this survey will ask you information about audience numbers from each of your events, and as such you may require members of staff running each event to collate this information and report back to you. This information is incredibly useful to us so please keep a note of this!

The online survey is in three sections:

- **Partner details and experience** – we would like to know about your experience of being part of Book Week Scotland 2017 and any feedback you have.
- **Event information** – we will ask you to record the information gathered from each event (method outlined below).
- A final **open comments box** for you to record any further ideas or feedback that haven't been covered in the above.

2. Whole audience data

We would like you to gather information about the audience for every Book Week Scotland event you run.

Please keep a note of the following for each event:

- Audience numbers
- Total potential event capacity
- Number of 'Email Collection Sheets' collected (see below)

We have provided an **Event Log Sheet (Appendix 6)** to help you to keep track of this information as the week goes on. This can be kept centrally by the named contact, or given directly to event organisers and gathered together at the end of the week, once the information has been collected. You can report all this information back to us in the online survey, in the sections provided.

3. Individual Audience data

We will send an online survey to every individual who provides us with an email address at a Book Week Scotland event. In order to do so, we are asking you to collect email addresses from audience members at every event you run during Book Week Scotland.

Please give each audience member a copy of the **Email Collection Sheet (Appendix 5)** to complete. The template we have sent has two to a page so you can print them out and cut them in half.

You can distribute and return of the **Email Collection Sheet** however works best for your venue – but we would suggest giving a copy to each audience member and providing a box that they can drop the completed form into.

Once filled in, please gather the forms together and mail them back to Scottish Book Trust at the address below. If you are holding more than one event, you can wait and mail all of your slips together. The deadline for the return of these forms is **Friday 15 December**.

Incentives!

In order to encourage participants to give their email addresses and agree to take part in the individual online survey, we will be offering the chance to win £250 of IKEA vouchers to all those who complete the individuals survey.

NB – As we are not asking you to gather any additional evaluation data on our behalf from your audiences (only email addresses as outlined above), you are of course free to conduct your own event evaluation however you wish to do so.

Address for returns: Gordon Connelly, Scottish Book Trust, Sandeman House, Trunk's Close, 55 High Street, Edinburgh, EH1 1SR

2017 Evaluation Timeline

Pre BWS	Evaluation tools sent to you
Tues 5 Dec	Evaluation survey for your feedback sent out
Fri 15 Dec	Deadline for event log sheets and collected email addresses to be returned to Scottish Book Trust.
Fri 19 Jan	Deadline for evaluation survey for your feedback to be filled in!

Important dates for Book Week Scotland 2017

Book Week Scotland

Monday 27 November to Sunday 3 December

Deadline for events listings and print orders

Wednesday 13 September

Print materials sent to partners

w/c 2 October

Book Week Scotland programme press launch

Wednesday 4 October

Nourish Celebration Event

Thursday 2 November

Book Week Scotland campaign overview

Activity	Approach	Publicity	Why?	When?	How you can help...
Author events	A nationwide programme of events across Scotland's libraries, arts centres and other community settings.	Website Social media Press	A great way to engage people with books and reading within their communities.	In the run up to Book Week Scotland and throughout the week itself.	Promote your events in the run up to Book Week Scotland using social media and local and regional press. Share your news and photos from these events during Book Week Scotland.
Regional Events	Events with well-known authors will take place across Scotland.	Website Social media Press	A great way to engage people with authors, books and reading within their communities.	In the run up to Book Week Scotland and throughout the week itself.	Promote events taking place in your region in the run up to Book Week Scotland using social media. Share your news and photos from these events during Book Week Scotland.

Digital events	A new strand of live and pre-recorded author events, all with a quirky difference.	Website Social media Press	To broaden the reach of Book Week Scotland events.	During Book Week Scotland.	Help to publicise these online events and/or consider staging your own digital Book Week Scotland events.
Vote to bring a Scottish book back to print	An online vote asking the public to vote for an out-of-print Scottish book to resurrect.	Website Social media Press	To celebrate Scottish literature and generate excitement around books.	From programme launch. Winner announced during Book Week Scotland.	Promote the campaign in the run up to and during Book Week Scotland using social media.
Nourish e-book	A free e-book of stories written by the general public and some well-known authors in response to our Nourish theme.	Website Social media Press	Nourish is a wonderful way to engage the whole of Scotland in sharing stories.	The selected writers will be announced in mid-October. E-books will be available during Book Week Scotland.	Raise public awareness about the e-books, and, if possible, help us to make sure people can get their hands on copies.
The Bookbug P1 Family Bag	A free bag of books (the shortlist for the Bookbug Picture Book Prize) for every P1 child in Scotland.	Website Social media Press	To create a link between school and home in supporting a child's reading.	The bags will be given out during Book Week Scotland.	Raise public awareness of the packs. Link the gifting of the packs with a library visit where possible.
Reading Lunch	For one hour, drop your work and pick up a book!	Website Social media Press	To remind people of the mental health nourishment and joy	Thursday 30 November between 12 and 14:00.	Organise the Reading Lunch in your workplace! Tell all your colleagues about it and

			of taking time out to read.		ask them to take part. If you work in a large organisation, ask if it can be held across the whole organisation. Make sure there are spare books for anyone who may have forgotten to bring one.
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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 #BookWeekScot.

Benefits of 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 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 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. 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 event 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 (to submit your listings, see page 39). We want to hear how you are celebrating Book Week Scotland. Share exciting news with us by emailing danny.scott@scottishbooktrust.com and we will do what we can to share your news on our social media channels.
- Tag [@BookWeekScot](#) or [#BookWeekScot](#) in your Twitter updates. On Facebook, mention Book Week Scotland by adding an '@' symbol before 'Book Week Scotland' and selecting us from the dropdown.
- Encourage your audience to engage with Book Week Scotland on social media at events.

Facebook

- Please join our Facebook community of over 20k people at facebook.com/BookWeekScotland.
- If your organisation has a Facebook page, please let our digital marketing manager know (danny.scott@scottishbooktrust.com) so we can cross-link with you and share your updates.

- Please share Book Week Scotland updates on your social media platforms, if and when possible.

Twitter

- You can follow Book Week Scotland’s Twitter updates at [Twitter.com/BookWeekScot](https://twitter.com/BookWeekScot), and using the hashtag [#BookWeekScot](https://twitter.com/BookWeekScot).
- If your organisation uses Twitter, please email our digital marketing manager (danny.scott@scottishbooktrust.com) to make sure we are connected.
- Tag your tweets with [#BookWeekScot](https://twitter.com/BookWeekScot) or [@BookWeekScot](https://twitter.com/BookWeekScot) to make sure we can see and retweet them.

In order for Book Week Scotland to have the biggest impact possible on Twitter, it is best if we all work together to create a bigger noise. Therefore, please use [#BookWeekScot](https://twitter.com/BookWeekScot) rather than creating your own Book Week Scotland hashtag, specific to events happening in your local area or organisation.

Our online platforms

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

Platform	Where?
Facebook	www.facebook.com/BookWeekScotland
Twitter	https://twitter.com/BookWeekScot #BookWeekScot
Instagram	instagram.com/scottishbooktrust #BookWeekScot #BookWeekScotland
YouTube	http://www.youtube.com/scottishbooktrust

PR Toolkit

PR is a great way to reach large audiences inexpensively. If the media are interested in you, they will bring you to the attention of their readers or viewers, raising your profile on a local, and perhaps even a national level. The way to get the media interested is to provide them with newsworthy stories or eye-catching photographs.

Types of media

- Broadcast media: TV; radio.
- Web-based media: blogs; 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).

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. Book in for a Great Author Event
- The first paragraph should be a short summary of the announcement.
- The body of the press release should contain the following information:
 - Who, What, When, Where, Why
 - Give details of any well-known local names, dignitaries or celebrities who are involved in the story or support the project.
- You should include one or two quotes 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 3](#)).
- Do not forget to include clear contact details and a mobile number at the end of the release.
- Ensure that your press release clearly states whether photographers are welcome to attend.

- Make sure you include your organisation's website in the body of the press release e.g. "For additional information, go to www.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 lindsay.clydesdale@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:

Initiated by the Scottish Government and supported with funding from Creative Scotland, Book Week Scotland will be delivered by Scottish Book Trust.

Scottish Book Trust will work with a range of partners across the nation to deliver a packed programme of free projects and events during Book Week Scotland 2017, bringing Scots of all ages and from all walks of life together to celebrate books and reading.

Book Week Scotland in libraries is funded by The Scottish Library and Information Council.

www.bookweekscotland.com

Photocall

Photos are a good way of securing coverage, so try to invite photographers to your events. This PR toolkit includes a photocall template ([Appendix 4](#)).

Tips for a successful photocall

The angle: as with the news release, you must have an angle before you start. Keep clear in your mind what the story is and work out ways of showing it in an image.

Ingredients: Favourite ingredients for a successful photo include:

- Fancy dress or costumes.
- Celebrities: is there a well-known local figure who would be happy to help publicise your event – a local MP, band or sports person perhaps?
- Local children.
- People from a local organisation.

- Fun: silly poses or evoking a laugh works well.
- Keep it simple: don't overcrowd the picture with too many elements.
- Branding: do not have excessive branding in the picture. Your photo should not look like an advertisement, as your publicity will come from the accompanying caption.

Distribution:

- Only send the photos to picture desks.
- Do not send anything larger than 4mb (ideally 2mb as they will ask if they need a larger file).
- Include a photo caption in the email, e.g.: *L–R: Melissa Jones (5) from Lenzie and Rebecca Short (10) from Govan help celebrate Book Week Scotland at The Mitchell Library's Big Book Bash.*

Photo permissions: make sure your parents/carers sign photo permission slips if you are allowing photographers/news cameras. See [Appendix 2](#) for a sample form.

Appendix 1: Press release template

You can download a Word version of this press release template from www.bookweekscotland.com



[Insert your logo]

FOR IMMEDIATE RELEASE

Read all about <YOUR ORG>'s Book Week Scotland Celebrations.

[Your organisation's name] is holding a [your event] to celebrate Book Week Scotland 2017 (27 November–3 December).

Book Week Scotland is a national celebration of books and reading that brings hundreds of free events to a variety of venues across the country.

The theme for Book Week Scotland 2017 is nourish and, throughout the week, we will be celebrating how books and reading feed the life of communities across the country.

The 2017 events programme is a literary box of delights, with something for people of all ages to enjoy.

Those who just want to spend the week reading will also be well catered for, with a free e-book available for download from libraries and select e-publishing sites.

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

[INCLUDE A QUOTE...person at this organisation] said:

"We're delighted to be holding [event], giving everyone in the community the opportunity to share their love of reading. We can't wait for everyone to grab a good book and join us.

"If you can't make it along, remember that Book Week Scotland is the perfect chance to get signed up to your library or dig out your old membership card, to make sure there are books in your house and to take the time to enjoy them by yourself and together with your children."

[ADD A SECOND QUOTE HERE IF YOU HAVE ONE]

Initiated by the Scottish Government and funded by Creative Scotland, Book Week Scotland will be delivered by Scottish Book Trust.

Scottish Book Trust will work with a range of partners across the nation to deliver a packed programme of free projects and events during Book Week Scotland 2017, bringing Scots of all ages and from all walks of life together to celebrate books and reading.

Book Week Scotland in libraries is funded by The Scottish Library and Information Council.

www.bookweekscotland.com

ENDS

Notes to editors:

- [INSERT NOTES ABOUT YOUR ORGANISATION HERE]
- For more information about Book Week Scotland, visit www.bookweekscotland.com. Follow [@Bookweekscot](https://twitter.com/Bookweekscot) on Twitter, check out [#bookweekscot](https://www.facebook.com/bookweekscot) or like the Book Week Scotland Facebook page.

To find out more about [Your organisation's name] event, contact [YOUR CONTACT].

To find out more about Book Week Scotland, contact lindsay.clydesdale@scottishbooktrust.com or call 0131 524 0175.

About Scottish Book Trust

Scottish Book Trust is a national charity changing lives through reading and writing. We inspire and support the people of Scotland to read and write for pleasure through programmes and outreach work that includes:

- Gifting books to every child in Scotland to ensure families of all backgrounds can share the joy of books at home.
- Working with teachers to inspire children to develop a love of reading, creating innovative classroom activities, book awards and author events.
- Supporting Scotland's diverse writing community with our training, awards and writing opportunities.
- Funding a range of author events for the public to enjoy and promoting Scottish writing to people worldwide.

www.scottishbooktrust.com @scottishbktrust www.facebook.com/scottishbktrust

- Creative Scotland is the public body that supports the arts, screen and creative industries across all parts of Scotland on behalf of everyone who lives, works or visits here. We enable people and organisations to work in and experience the arts, screen and creative industries in Scotland by helping others to develop great ideas and bring them to life. We distribute funding provided by the Scottish Government and the National Lottery. For further information about Creative Scotland please visit www.creativescotland.com. Follow us @creativescots and <https://www.facebook.com/CreativeScotland/>.

Appendix 2: Photography consent form

[YOUR ORGANISATION] will not use or re-use the photographs or film created if you send us advance written notice advising us not to use the photographs or film of the pupils/participants.

[EVENT: DETAILS HERE]

Data Protection Act, 1998

We confirm that we will not disclose any participant's full name or address in use of the material as described below or to any other person or organisation without your permission – permission is given by signing this form.

I, [PERSON RESPONSIBLE for pupil/participant], can confirm that [name of pupil/participant] attending [EVENT NAME HERE], has/have permission from a parent or guardian for photography and/or video/audio recordings to be taken to promote the work of , and to use the images/footage for an unlimited time period, royalty free.

Images/footage will not be shared with third parties.

I agree that the photographs, video and audio recordings taken at the event can be used for the following: *(Please delete as appropriate)*

- In print format in the media (e.g. newspaper, magazines, brochures)
- For use in [ORGANISATION] promotional material (leaflets, newsletter, website, e-flyer)
- To promote [ORGANISATION] and Book Week Scotland on all associated web pages (e.g. [YOUR WEBSITE ADDRESS], YouTube.com, Facebook.com and Twitter.com)
- To promote the work of [ORGANISATION] at conferences and other presentations

YOUR DETAILS

Name

School / Individual

Address

Contact Phone No.

Email Address

Signature

Date

Appendix 3: 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 changing lives through reading and writing. We inspire and support the people of Scotland to read and write for pleasure through programmes and outreach work that includes:

- Gifting books to every child in Scotland to ensure families of all backgrounds can share the joy of books at home.
- Working with teachers to inspire children to develop a love of reading, creating innovative classroom activities, book awards and author events.
- Supporting Scotland's diverse writing community with our training, awards and writing opportunities.
- Funding a range of author events for the public to enjoy and promoting Scottish writing to people worldwide.

www.scottishbooktrust.com @scottishbktrust www.facebook.com/scottishbktrust

Creative Scotland is the public body that supports the arts, screen and creative industries across all parts of Scotland on behalf of everyone who lives, works or visits here. We enable people and organisations to work in and experience the arts, screen and creative industries in Scotland by helping others to develop great ideas and bring them to life. We distribute funding provided by the Scottish Government and the National Lottery. For further information about Creative Scotland please visit www.creativescotland.com. Follow us [@creativescots](https://twitter.com/creativescots) and facebook.com/CreativeScotland.

For more information about Book Week Scotland, visit www.bookweekscotland.com. Follow [@BookWeekScot](https://twitter.com/BookWeekScot) on Twitter, check out [#bookweekscot](https://twitter.com/BookWeekScot) or like the Book Week Scotland Facebook page.

Appendix 4: Photocall invitation template

You can download a Word version of this Photocall invitation template from www.bookweekscotland.com



[Insert your logo]

BOOK WEEK SCOTLAND 2017

PHOTOCALL INVITATION

WHO: [Insert your organisations name]

WHAT: [Insert your organisations name] marks Book Week Scotland 2017 with a special event for [Insert details of who the event is for], as part of a national celebration of reading.

WHEN: [Insert date and time]

WHERE: [Insert full address with postcode]

BACKGROUND:

[Your organisation's name] is holding an [name of event] to celebrate Book Week Scotland 2017 (27 November–3 December).

Now a major date in Scotland's cultural calendar, Book Week Scotland is a national celebration of reading created to highlight Scotland's exceptional cultural, creative and literary talent, and to remind everyone of the unique pleasure that can be gained from a good book.

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

AVAILABLE:

[Who is available for inclusion in the photo and/or what the photocall is of, for example 'Photography of local children and parents from [insert name of school or local area] enjoying [insert activity] as part of their Book Week Scotland celebrations.'

Interviews with:

[insert name of special guests or spokesperson for your organisation]

To confirm attendance or for further information please contact:

[insert your contact details here]



Appendix 6: BWS Event Log Sheet

Event	Date	Location	Event capacity	Total Audience

Appendix 7: How to Submit Your Listings

This guide is intended to help you complete the Book Week Scotland 2017 Event Listing Form, and submit your event(s) for our online listings: it is designed to be read as you are filling in the Event Listing Form.

Once you have entered all your event details, save your work, and send the completed form to our Listings Copy Editor, Erin McElhinney (erin.mcelhinney@scottishbooktrust.com).

To guarantee that your events are live on our website in time for the press launch of Book Week Scotland 2017 launch on October 4 2017, **you need to return your completed form by Weds 13 September 2017**. Having your events online at this point gives them a distinct advantage, making them more likely to be seen by both press and public, in the buzz around the programme launch.

We'll also be creating pdfs of the events in each region, which will be available to the public through our website: meeting the submissions deadline also ensures we will be able to include your event in your region's pdf.

If you have any concerns about meeting the deadline, or any questions about the form and the listings, please email Erin (erin.mcelhinney@scottishbooktrust.com).

If you have any questions about the Book Week Scotland 2017 programme in general, please email Gordon Connelly, Reader Development Administrator (gordon.connelly@scottishbooktrust.com).

GENERAL NOTES

- To be included as part of Book Week Scotland 2017, events must be:
 - Confirmed to go ahead
 - Happening between Monday 27 November 2017 and Sunday 3 December 2017, inclusive
 - Taking place in Scotland

- We've provided an example of an event listing, in the first two rows of the spreadsheet, as well as examples of recurring events, in a separate tab: these will give you an example of the possible answers to the questions. You won't be able to delete them, so feel free to ignore once they've helped you out.

- Make sure you save your work regularly, as you fill in your details.

- You may be holding an event that is closed to the public, and therefore does not need to be included in our public online listings. We'd ask you to still submit the details using the Book Week Scotland 2017 Event Listing Form, and mention in the Event Description field that the event is closed to the public. This will help us better understand what kind of events our partners are hosting, and therefore help us make Book Week Scotland even bigger and better in the future.

- If at any point your event does sell out, please let Erin McElhinney know (erin.mcelhinney@scottishbooktrust.com) – and congratulations!

- Recurring events
If you have an event that is re-occurring across several days, you will still need to enter the event details for each separate date: there is a separate row for each day. You can see an example of recurring events in the Event Listing Form, in the 'Example of Recurring Events' tab: there are also some Excel keyboard shortcuts below, which will make the replication of information easy and quick.

- Print copies of Nourish
This year, Book Week Scotland's publication is a collection of stories based around the theme 'nourish', published as an e-book. In the past, some partners have chosen to include a print copy of the book, in the ticket price to their event. You can order

print-on-demand copies of *Nourish* at cost price (approx. £3 per book). Please contact Leila Cruickshank (leila.cruickshank@scottishbooktrust.com) for a quote.

- There are some Excel keyboard shortcuts that may help you:
 - You can easily copy an entire row in Excel, by clicking on the row number (which selects the entire row), and either a) right-clicking your mouse and selecting 'Copy' OR b) holding down your CTRL button and pressing 'C' at the same time.
 - You can then paste this information into a blank row, by clicking on the new row number (which selects the entire row), and either a) right-clicking your mouse and selecting 'Paste', OR b) holding down your CTRL button and pressing 'V' at the same time.
 - If at any point you've selected an option from a dropdown menu, but now do not want to choose any option available, simply choose any option, then press the delete key.

QUES		GUIDANCE	INFO WILL APPEAR IN PUBLIC LISTINGS?
1	ORGANISER DETAILS		
1.1	Organisation Name	Please enter the name of your organisation. If you are not working for or with an organisation, leave this field blank.	No
1.2	Main Contact Name, etc.	<p>This is the name of the main contact, within your organisation, who is responsible for your involvement with Book Week Scotland. They will have knowledge about all the events you may be planning to run, and the various people involved with each, but may not necessarily be directly organising or attending each individual event.</p> <p>Please include http:// in front of any url.</p>	No
1.3	Event Contact Name, etc.	<p>This is the name of the person who is directly responsible for organising a specific event. They will be running the event on the day itself, and will have knowledge of timings and set-up needs, etc.</p> <p>If this is the same person as the Main Contact, you do not need to repeat the information here.</p>	Yes

1.4	Booking Contact Name, etc.	<p>This is the name of the person who is directly responsible for handling bookings, selling tickets for a specific event. They may work at the venue where the event is to be held, rather than within your organisation: or you may be using an online ticketing system, for which you have contact details and a url, for example.</p> <p>If this is the same person as the Main Contact or the Event Contact, you do not need to repeat the information here.</p> <p>Please include http:// in front of any url.</p>	Yes
1.5	Library Service?	<p>Please let us know whether your organisation is part of a library service, from the dropdown menu.</p> <p>When you click on the field, a grey arrow will appear in the bottom right-hand corner. When you then click on this, you can select the correct option, from the dropdown menu that appears.</p>	No
1.5.1	If Y, please choose:	<p>If your organisation is part of a library service, please choose which one your organisation belongs to, from the dropdown menu.</p> <p>When you click on the field, a grey arrow will appear in the bottom right-hand corner. When you then click on this, you can select the correct option, from the dropdown menu that appears.</p>	No

2	LOCAL AUTHORITY	<p>Choose which local authority your event is taking place in, from the dropdown menu.</p> <p>When you click on the field, a grey arrow will appear in the bottom right-hand corner. When you then click on this, you can select the correct option, from the dropdown menu that appears.</p> <p>This information will be used to help create local listings for your area, increasing the visibility of your event to local residents - and the chance that they will attend.</p>	Yes
3	EVENT TITLE	<p>Enter the title for your event here. Keep it short, snappy and memorable, including author names when appropriate. You can check out our online guidelines for tips on creating a great event title & description.</p> <p>If you receive a warning pop-up message when attempting to enter text here, it means your title is too long or too short (your title should be between 15 & 70 characters, or roughly 3 and 12 words).</p> <p>If the field changes to a red background and text, it means that you have used the phrase 'author event', which isn't descriptive enough to stand out in our listings. You'll need to work on creating a more inventive title – check out our online guidelines for help.</p>	Yes

4	EVENT DESCRIPTION	<p>Enter a description for your event here. Keep it clear, interesting and honest. You can check out our online guidelines for tips on creating a great event title & description.</p> <p>If you receive a warning pop-up message when attempting to enter text here, it means your description is too long or too short (your description should be between 125 and 1000 characters, or roughly 20 to 200 words).</p> <p>If the field changes to a red background and text, it means that you have used the phrase 'author event', which isn't descriptive enough to stand out in our listings. You'll need to work on creating a more inventive title – check out our online guidelines for help.</p>	Yes
5	EVENT DATE....	<p>Choose the date of your event from the dropdown menu. If the same event is occurring on more than one day, you will need to enter the event details again, on the next row down: there is a separate row for each date. See the 'Example of Recurring Events' tab in the spreadsheet, for further help.</p> <p>When you click on the field, a grey arrow will appear in the bottom right-hand corner. When you then click on this, you can select the correct option, from the dropdown menu that appears.</p>	Yes

		<p>You can easily copy an entire row in Excel, by clicking on the row number (which selects the entire row), and either a) right-clicking your mouse and selecting 'Copy' OR b) holding down your CTRL button and pressing 'C' at the same time.</p> <p>You can then paste this information into a blank row, by clicking on the row number (which selects the entire row), and either a) right-clicking your mouse and selecting 'Paste', OR b) holding down your CTRL button and pressing 'V' at the same time.</p>	
	...& TIME	You will need to enter your start time and end time, in the 24 hour format. Follow the format show in the spreadsheet.	Yes
6	VENUE DETAILS		
6.1	Venue Name, Address, etc.	<p>These columns are where you can enter all the details for the venue where your event will take place: if the venue has a generic email address, please enter it in the 'Email' field here.</p> <p>Please include http:// in front of any url.</p>	Yes
6.2	Venue Contact Name, etc.	This is the person at the venue that your Event Contact will have been liaising with, about the details for the event.	No
6.3	Accessible venue?	Choose whether your venue is accessible, from the dropdown menu.	Yes

		<p>When you click on the field, a grey arrow will appear in the bottom right-hand corner. When you then click on this, you can select the correct option, from the dropdown menu that appears.</p> <p>You can find top tips on how to make your event and/or venue more accessible at Euan's Guide.</p>	
	Accessibility details	Provide as much detail as you can, about the accessibility of your venue, and also any information on possible obstacles to accessibility. See the examples in the spreadsheet for help.	Yes
6.4	Type of venue	<p>Choose what kind of venue your event will be held in, from the dropdown menu.</p> <p>When you click on the field, a grey arrow will appear in the bottom right-hand corner. When you then click on this, you can select the correct option, from the dropdown menu that appears.</p> <p>If your event venue is not covered by one of these options, please include details in your email to Erin McElhinney (Listings Copy Editor, erin.mcelhinney@scottishbooktrust.com), when you submit your listings.</p>	No

7	AUDIENCE	<p>Choose which audience group your event is primarily aimed at, from the dropdown menu.</p> <p>When you click on the field, a grey arrow will appear in the bottom right-hand corner. When you then click on this, you can select the correct option, from the dropdown menu that appears.</p> <p>If you are in doubt as to the level of supervision for children's events, choose 'Families' - this designates that any children must be accompanied by an adult.</p> <p>Adults Children Families Young Adults</p>	Yes
8	TICKETING		
8.1		<p>Choose which ticketing model you are planning to use for your event, from the dropdown menu.</p> <p>When you click on the field, a grey arrow will appear in the bottom right-hand corner. When you then click on this, you can select the correct option, from the dropdown menu that appears.</p>	Yes

		<p>Entry by donation - your event is free, with a donation bucket at entry and/or exit.</p> <p>Free, drop in - audience can arrive/depart at any point during the event start and end time.</p> <p>Free, ticketed - you will be using free tickets, in order to keep track of numbers, for example.</p> <p>Free, unticketed - audience need to arrive at the venue, on the day, before the event starts. A first come, first served basis for entry.</p> <p>Paid, ticketed - you will be using a paid ticketing system.</p> <p>Paid, ticketed, includes a free print copy of the Nourish story collection - you will be using a paid ticketing system, but plan on providing a free print copy of the Nourish story collection, as part of the ticket price.</p>	
8.2	Website	<p>If you are using an online booking system, please provide the url for this here - if you've already submitted this information in Question 1, you do not have to repeat it here.</p> <p>Please include http:// in front of any url.</p>	Yes
9	SOCIAL MEDIA....	<p>Please provide us with the details for any social media profiles you and/or your organisation may have: this will help us when promoting your event.</p> <p>Remember...</p> <ul style="list-style-type: none"> - following and interacting with Book Week Scotland on social media will make it easier for you to be part of the national conversation we are creating around books and reading, and draw attention to your own event(s). - whilst we do our best to support as many events as possible through social media mentions and shares, making use of our Twitter hashtag #BookWeekScot will make it easier for our 	Yes

		<p>team to find your posts, and make it more likely that we can raise their profile.</p> <p>- you can find more information on how you can promote your event, including details of the Scottish Book Trust and Book Week Scotland social media profiles, in the Handbook.</p> <p>Please include http:// in front of any url.</p>	
& PRESS	<p>If you have a specific person in your organisation, or if you have an external agency, who will be dealing with press and promotion for your event, please provide us with their details here: if this is the same person as the Main Contact, you do not need to repeat their details.</p> <p>Please include http:// in front of any url.</p>	No
10	EVENT TYPE	<p>Choose which type(s) your event is, from the dropdown menu: you can choose as many as you like, up to 3 types, 1 per column. We will use this information to help audiences find your event in the online listings.</p> <p>When you click on the field, a grey arrow will appear in the bottom right-hand corner. When you then click on this, you can select the correct option, from the dropdown menu that appears.</p>	Yes

11	EVENT CATEGORY & STRAND		
11.1	Event Category	<p>Please choose which category/categories your event falls under, from the dropdown menu: you can choose as many as you like, up to 3 categories, 1 per column. We will use this information to help audiences find your event in the online listings.</p> <p>When you click on the field, a grey arrow will appear in the bottom right-hand corner. When you then click on this, you can select the correct option, from the dropdown menu that appears.</p>	Yes
11.2		<p>The theme of Book Week Scotland 2017 is Nourish: within this, we have 4 distinct strands (see below). Please choose which strand your event most closely aligns with, from the dropdown menu: you can choose up to 2 strands.</p> <ul style="list-style-type: none"> • Breaking Bread – sharing culture, identities and traditions, international, travel, communities, faith and food, making connections using food and story. • Feast – celebration, a cornucopia, something for everyone to try, fun, playful. • Justice and Sustainability – equality of access to food and equality of access to culture, how our food and our culture is produced/made. • Nourishing Ourselves – health and wellbeing, how we nourish our whole beings, books as sources of mental, spiritual and emotional nourishment, different types of reading for different appetites. 	Yes

		<p>When you click on the field, a grey arrow will appear in the bottom right-hand corner. When you then click on this, you can select the correct option, from the dropdown menu that appears.</p> <p>We will use this information to help audiences find your event in the online listings.</p>	
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Congratulations, you are done! Save your work, and email to Erin McElhinney, Listings Copy Editor (erin.mcelhinney@scottishbooktrust.com).
Welcome to Book Week Scotland 2017!

Appendix 8: Book Week Scotland Checklist

Below is a simple checklist to help you through the key stages of your involvement in Book Week Scotland.

Action	Deadline	Complete ✓
Return BWS free marketing material order SurveyMonkey	13 September	
Return BWS event listing spreadsheet (Appendix 7)	13 September	
Received Funding from SBT	End of September	
Complete and return individual Email Collection Sheets (Appendix 5)	15 December	
Complete and return Event Log Sheet (Appendix 6)	15 December	
Complete evaluation survey feedback	19 December	