

Book Events Guide

Book events & launches are a great way to promote and celebrate your work! Here are some tips and tricks for planning a book event:



Timing

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Timing an event ultimately comes down to your personal schedule, but we have some tips for scheduling here:

- For any events lined up before your book's publication date, share pre-order links and coupons.
- If you would like to have books at your event, best practice is to wait at least 2-3 weeks after your announced publication date—this ensures books can get to the event even if there are delays.

Pitching

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Bookstores

- Find out your local bookstore's events policy—some have this on their website, but others you may need to reach out to.
- Reach out early--6 months prior to the event is ideal--a store's calendar can fill quickly!
- When pitching an event to a bookstore, include any previous books you've written in your proposal
- Let the store know how many people you expect to bring on your own—friends, colleagues, family, etc.
- If you're active on social media, tell the store your follower count, and let them know that both you and Duke University Press will promote the event online.

Institutions

- If you are based at an institution, talk to your department chair or administrator about what potential event options are available.



Ordering Books



Bookstores can order books directly from Duke University Press (DUP), via our distributor Ingram, or via their usual channels.

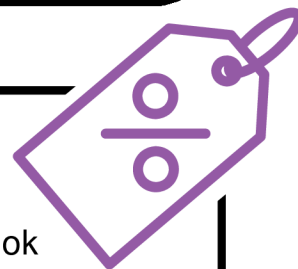
Other event venues interested in selling books can contact DUP customer relations via phone at **888-651-0122** (domestic) or **+1 919-688-5134** (international), or email **dup_orders@duke.edu**. If the venue is ordering at least 10 copies of a single title, they can use coupon code **EVENT40** and can place the order on our website.

If your event is based in Canada, you can contact the University of Toronto Press at <https://utpdistribution.com/contact-us/>. For events in the UK or Europe, contact the Mare Nostrum Group at enquiries@mare-nostrum.co.uk.

If you wish to order books with your author discount, please contact DUP customer relations above to place your order. If you are sent to voicemail, leave a detailed message with your phone number and the best times to call you back during East Coast business hours. Outside of North and South America, please email the Mare Nostrum Group to place your order.

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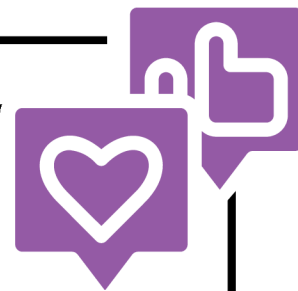
Discounts



Feel free to share the personalized 30% coupon code for your book that is sent by your publicist at any events. It is also listed on the PDF flier attached to that email. If you have not received this coupon code yet, your book is probably not available for pre-order and you will receive it in due course.

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Promotion



Share your event location, date, and any links or fliers with your publicist as soon as those details are confirmed. We will promote the event on our blog and social media sites. In order to include an event in our monthly blog post, we need that information no later than the 27th of the month prior to your scheduled event.

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