

Vampirates Event Checklist

Audience size

- Justin has a lot of experience of events with audiences of 250-300 and with the right planning he can handle as big an audience as you can muster.
- He is equally adept at working with smaller groups but we like to reach as many young people as possible during the course of a day. One or two large group sessions, with an additional smaller “reading group” session works well.

Age group

- UK Years 5, 6 and 7 are most appropriate for Justin’s VAMPIRATES event.

Author Fees

- Half day £325 + VAT + travel expenses = 1 x 1-hour session including questions, followed by a signing (see signing information below).
- Full day £450 + VAT + travel expenses = 2 x 1-hour sessions including questions, with either 1 or 2 signing sessions plus, if desired, a more informal Q&A with a smaller group, e.g. the school reading group in a library. Any additional sessions would incur extra cost and need to be discussed at the outset.

School preparation

The most successful events are invariably those where the audience has been prepared. This need not be an onerous process and we can help in a number of ways.

- The best preparation, of course, is to introduce - or refresh - the books to the children and get them thinking about the story, characters and setting. Justin will build on this during the event.
- The official website – www.vampirates.co.uk - is a great introduction to the world of Vampirates and to Justin as an author. Why not dedicate a lesson before Justin’s visit to explore the website and use it as the basis to prepare some questions?
- Justin’s UK publisher, Simon & Schuster, often has marketing materials including posters, postcards, badges and bookmarks. It’s worth contacting childrensbooks@simonandschuster.co.uk or phoning (020) 7316 1979 ahead of your visit to see what’s available.
- Creating a sense of occasion in school around the event makes the day even more special. This can be done in many different ways from preparing some pirate and vampire themed stories to encouraging the students to dress up as

Vampirates themselves. (We have found that getting the students dressed up often proves a good lure to local media – both broadcast and print.)

Equipment

- Justin needs a microphone - ideally radio but otherwise hand-held - for groups of more than 60 kids (a fixed mic is not ideal as he moves around a lot). For large audiences, it's helpful to have one or more roving microphones for the audience to pose questions.
- The only other equipment Justin needs is a table (for setting out books) and a chair.
- A bottle of still mineral water or a jug of tap-water is appreciated!

Book Sales

- We expect Justin's books to be on sale at events as it only disappoints children for them not to be.
- The easiest way to do this is invite a local bookshop to come in. They are generally keen to get in on the act. If you don't already have a relationship with a local bookseller, we can help to introduce you to each other. Contact childrensbooks@simonandschuster.co.uk or phone (020) 7316 1979 to discuss, well ahead of the visit.
- Alternatively schools can set up an account with Simon and Schuster's distributor, HarperCollins and purchase books on a sale/return basis at an educational discount of 35%. To do this please contact Karen Comrie at HarperCollins on 0141 306 3100.
- It always works well if a letter has been given to the children to take home to the parents ahead of the event. It should tell them when the event is, a bit about the books that are for sale and the price. To make life easier for you, there is a template letter in the EVENTS section of www.vampirates.co.uk which you can easily adapt for your event.
- Please ensure you allow realistic timing for book-signing at the end of your event. Signing time can easily extend to a full hour with a 200+ event so it's a good idea to get the children in the queue to have their names written out on post-it notes. (This not only speeds things up but ensures no-one goes home with their name spelled wrong.)

Timing

- Justin's event lasts 45-60 minutes, including questions.
- We recommend allowing another 30 mins per 60 children for book signing afterwards.

Press

- Justin has lots of experience with the media and is happy to do press & radio interviews if agreed in advance.

For more information please contact the Simon & Schuster crew at childrensbooks@simonandschuster.co.uk or Tel: 020 7316 1979.