Romance Programming Tips & Tricks

- **Borrow ideas:** a classic for any programming, but along with “peer” systems, don’t be afraid to look at libraries bigger than yours, with bigger budgets, and see how programs can be adapted.

- **Don’t be afraid of “No”:** Whether it is for donations or for a guest author/speaker. Ask. All they can do is say “no.”

- **Know the authors around you:** Romance Writers of America (RWA) is wonderfully organized. It’s easy to find local chapters on the RWA website, and in turn, to find the publisher authors who are part of the chapter near you.

- **Next stop, Library:** If an author’s site directs you to contact the publicist, do! Depending on the location of your library, the publisher maybe happy to add a library as a stop on a book tour.

- **Know the trends:** Not just for collection development. Knowing what’s hot can help in picking a theme for an event, or the authors/speakers to invite.

- **The pros/cons of February:** Love is in the air for Valentine’s Day, and what says “love” more than a romance program. On the other hand, everyone thinks the same way, and demand for romance authors and romance-related ideas will be high. Plan accordingly.

- **If you feed them, they will come:** Not just snacks, but food-centric programs, especially if the timing may cut into a meal hour.

- **The One-Two Punch:** Combining program ideas into one event can draw on different audiences.

- **Take advantage of technology:** Use conference calls or Skype to bring authors to you in more budget-friendly ways. Incentives like a special commemorative item signed by the author ahead of time may lure those not as enthusiastic about not meeting an author “in person.”

- **No Author Options:**
  - Reading challenge
  - Chocolate/wine tastings
  - Romantic dinner cooking demos
  - Romantic movie festivals
  - “Match the literary lovers” trivia (for prizes)
  - Blind Date with a Book displays: books are wrapped with only a brief plot description on the outside

  Anti-Valentine/”Love Stinks” spin can work for most of the above

RWA National: www.rwa.org
RWA Local Chapter List: www.rwa.org > Membership > Find A Chapter