

Book Festivals (and Why We Love Them!)

Book festivals are an opportunity to have written works displayed, looked at and celebrated. Book festivals are also an opportunity where authors may:

- Read their book(s) out loud
- Information is given about the publishing journey in general
- Opportunities to meet and talk with people in the publishing industry
- Learn about new rules, regulations and happenings in the industry
- An opportunity to buy books (usually at a discount)
- Seminars, workshops and learning opportunities

If you have a chance to attend book festivals as an author (new or veteran), grab it! It's a great way to learn about the industry, understand the tools of the trade and work and learn many of the things that need to be learned.

When you attend these opportunities, you become better versed in the industry's happenings and news. You also learn who key stakeholders are, who are the important names in the industry and what one publisher, for example, can offer you over another.

Expert Tip: Always try to get the contact info of the organizers to see if they are allowing for author readings. These are a great way to get your

name out there and your book title to be seen by more people. It may feel a bit nerve-wracking to do this but it is very worth it.