



The Reading Agency Presents is our flagship virtual events programme, born out of the need to keep people connected and engaged with reading during the Covid-19 pandemic.

Since our first event in May 2021, we have welcomed over 14,000 live audience members with hundreds more watching our recordings on YouTube. Our virtual events have remained an invaluable opportunity for people who struggle to access in-person events to discover brilliant books and meet authors. It has also enabled us to bring writers and illustrators to audiences across the country (and the world!) using a single link, continuing our mission to amplify voices and grow new audiences.

Number of live
attendees
May-December 2021:
14,264*

*Approximation

"Really interesting and enjoyable event. The international attendees indicate that the topic is of value and interest to so many, so a great choice."

- attendee at Palaces of Pleasure: How the Victorians Invented Mass Entertainment

We programme six events throughout the year with the focus alternating between books for adults and books for children and young people. Publishers with a Standard or Enhanced subscription can pitch up to three events per month.

- May (books for children/young people) - programmed
- July (books for adults) - programmed
- September (books for children/young people) - deadline to pitch 1 July
- November (books for adults) - deadline to pitch 1 July
- January (books for children/young people) - pitches open soon
- March (books for adults) - pitches open soon

"We are a small village school and we shared your lesson with the whole of KS2. Thank you for the enthusiasm, creativity and inspiration! This provided just the boost we needed after what has been a long and very tiring term!"

- attendee at schools event with Andy Jones and Olaf Falafel

Benefit to publishers and their authors/illustrators

We work with an engaged network of partners including public, school and prison libraries, health professionals, learning providers, care homes and more, and are a trusted and respected authority in the sector. We work with publishers to plan, coordinate, promote and deliver meaningful and impactful events that build new audiences for their authors and illustrators, support book sales, and reach those most in need of stories.

What we provide

- A smoothly delivered and engaging event hosted via The Reading Agency's Zoom.
- Planning and coordination with authors/illustrators.
- Marketing of the event, including asset design, ticket registration management, and promotion via newsletters, social media and relevant partners.
- Technical management of the streaming platform.
- Support of book sales via our Bookshop.org shop.
- Where appropriate, a representative from The Reading Agency will chair the event.
- A subtitled recording of the event will be published on The Reading Agency's YouTube.
- An evaluation of the event, including reach and qualitative feedback from audience members.

What you can pitch

Publishers with a Standard or Enhanced Reading Partners subscription can pitch individual authors and illustrators, a pair, or a panel (3+). Events can follow a traditional format of a reading, discussion and audience Q&A, or offer something more interactive, such as a illustration workshop or murder mystery game, for example!

Events can be streamed directly into classrooms, libraries and homes, depending on your audience. Events for children and young people can be aimed directly at the reader or at book buyers, including librarians, teachers and parents/carers.

The Reading Agency aims to create an exciting and engaging programme of events that platforms a broad range of authors, illustrators and publishers throughout the year. We want our programme to represent a diverse and inclusive range of voices that accurately reflects the breadth of our audiences.

To ask a question about The Reading Agency Presents, please get in touch with zoe.sadler@readingagency.org.uk

We are proud to have hosted events with...



Andy Jones



Olaf Falafel



Bethan Woollvin



Aliya Ali-Afzal



Georgia Pritchett



Lee Jackson



Natalie Costa



Nicola Skinner



Anna James



Mateo Askaripour



Nikita Lalwani



Anthony Kessel



Christine Pillainayagam



David Harewood



Sita Brahmachari