

THE READING AGENCY PRESENTS...

Reading Partners is excited to launch The Reading Agency Presents, a new programme of monthly virtual events. The programme will build on the huge success of our Winter Webinar series and virtual author events, which welcomed approximately 1,000 attendees from October 2020 to March 2021. During lockdown, virtual events became an essential way of connecting authors, illustrators and readers. They continue to provide unprecedented opportunities for people living in more rural areas and those who struggle to attend physical events, many of whom make up a key part of our audience.

The Reading Agency Presents will kick off in May. The event focus will alternate each month between books for adults and books for children, starting with books for children. Publishers with a Standard or Enhanced Reading Partners subscription will have the opportunity to pitch authors for inclusion each relevant month.

Benefit to publishers and their authors/illustrators

We work with an engaged network of partners including public and school libraries, health professionals, prisons, 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 increase awareness of their authors and illustrators, support book sales, and reach those most in need of stories.

What we provide

- A clean and original event hosted via The Reading Agency's Zoom or YouTube
- Promotion of the event, including managing ticket registrations and marketing
- Coordination with authors/illustrators
- Technical management of the streaming platform
- Support of book sales on our Bookshop.org shop
- Where appropriate, a representative from The Reading Agency will chair the event
- A recording of the event with closed captions will be published on The Reading Agency's YouTube and shared with the publisher
- An evaluation of the event, including reach and qualitative feedback from audience members.

What publishers can pitch

Publishers can put forward individual authors and illustrators, or a combination of creators to present together. Events can follow a traditional format of a reading, author discussion and audience Q&A, or offer something more unique, such as a workshop or party. 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.

