



Erin Dixon's Book signing Event

An Event Proposal Created By
Gabriel Simpson



#79354657

Event Overview

Ignite Passion with Erin Dixon's Live Meet and Greet & Book Signing Event!

Embark on a journey of love and excitement on August 26, 2023, from 2 pm to 5 pm, as acclaimed author Erin Dixon invites you to an unmissable Live Meet and Greet & Book Signing Event at the enchanting venue, The Book Worm in Powder Springs, GA! This exclusive gathering is a dream come true for the first 200 fortunate fans who RSVP, tailored for the vibrant 18 to 29 demographic. Don't miss your chance to be part of this unique opportunity in this cozy and inviting bookstore.

Step into the captivating universe of Erin's debut novel, "Lovers' Revenge." But that's not all! Erin is offering an exclusive pre-sale opportunity for her upcoming book, starting at just \$15. The first 50 pre-orders will even receive personalized, signed copies, adding a personal touch to your literary collection. Prepare for an afternoon of inspiration and connection! Erin will lead an engaging Q&A session, sharing her writing journey and the secrets behind the success of "Lovers' Revenge." Connect with fellow romance enthusiasts from the vibrant 18 to 29 age range. Forge lasting friendships and immerse yourself in a lively atmosphere of love and inspiration. And the excitement doesn't stop there - during the event, we're giving away 50 physical gift cards worth \$50 each, totaling \$2,500!

Join us at The Book Worm in Powder Springs, GA for this unforgettable celebration of love, storytelling, and connection. The live event format ensures genuine interactions and shared experiences, providing the perfect opportunity to meet Erin face-to-face. Don't miss out on this extraordinary chance to connect with a beloved author and embrace the enchanting world of romance! RSVP now and secure your spot for this one-of-a-kind event!

Venue Overview

The Book Worm stands out as the ideal venue for Erin Dixon due to its inviting and intimate ambiance, fostering a strong literary connection with attendees. This independent bookstore not only offers a cozy setting that complements the themes of romance and storytelling but also encourages genuine community engagement among book enthusiasts. The personalized interactions and local support at The Book Worm create a unique atmosphere for Erin to connect with her readers, providing an unforgettable experience that aligns perfectly with her goal of igniting passion and celebrating the enchanting world of romance literature.



Venue Specifics

Courtesy to fellow participants, those no longer actively participating in the festivities are kindly requested to make room for others. Portable restrooms will also be available on-site during events, and attendees waiting outside are advised to dress comfortably while adhering to the store's respectful dress code.

Entry to The Book Worm will be free, inviting all to partake in the literary experience. Additionally, photo opportunities will be available for those interested in capturing memories at a nominal fee of \$8 per person. The Book Worm's dedication to creating a warm and inclusive space in the heart of Powder Springs makes it a cherished destination for those seeking a sense of community and connection within the pages of their favorite reads.

Program

2:00 pm - 2:15 pm:

Welcome and Introduction

- Guests arrive and check-in.
- Welcome address by event host.
- Brief introduction of Erin Dixon.

2:15 pm - 2:30 pm:

Getting to Know Erin

- Erin Dixon shares her backstory, journey as an author, and inspiration behind the book.
- Engaging insights into the creation of "Lovers' Revenge."

2:30 pm - 3:00 pm:

Excerpt Reading

- Erin reads captivating excerpts from "Lovers' Revenge," bringing the story to life.
- An immersive experience for the audience, giving a taste of the book's essence.

3:00 pm - 3:45 pm:

Q&A Session

- Attendees have the opportunity to ask questions about the book, writing process, and Erin's experiences.
- Erin provides detailed responses, offering valuable insights and personal anecdotes.

3:45 pm - 4:30 pm:

Book Signing and Photo Opportunity

- Attendees line up for personalized book signings.
- Guests have the chance to take photos with Erin.
- A memorable keepsake from the event.

4:30 pm - 5:00 pm:

Networking and Mingling

- Guests have the chance to mingle, connect with other attendees, and share their experiences.
- Opportunity for Erin to interact informally with the audience.

5:00 pm:

Closing Remarks

- Event host delivers closing remarks.
- Erin thanks the attendees for their presence and support.
- Invitation to stay in touch through social media and upcoming events.

ERIN DIXON'S BOOK SIGNING EVENT

AUGUST 26, 2023
THE BOOK WORM
POWDER SPRINGS, GA 30127
2 PM - 5 PM

Order of Events

2:00 PM - 2:15 PM	WELCOME AND INTRO
2:15 PM - 2:30 PM	GETTING TO KNOW ERIN
2:30 PM - 3:00 PM	EXCERPT READING
3:00 PM - 3:45 PM	Q&A SESSION
3:45 PM - 4:30 PM	BOOK SIGNING & PHOTO OPPORTUNITY
4:30 PM - 5:00 PM	NETWORKING AND MINGLING
	+
5:00 PM	CLOSING REMARKS

Promotional Plan

Crafted meticulously for the dynamic 18 to 29 demographic, this thirty-second ad sparks an irresistible urge to embrace the magic. Tailored for airing on Atlanta WSB Radio Station, the ad resonates directly with literature, romance, and community enthusiasts, extending a magnetic invitation to join Erin Dixon's highly anticipated event. A symphony of anticipatory excitement, the radio ad harmonizes seamlessly with an engaging social media blitz across your organization's digital platforms. Fusing vibrant visuals, comprehensive event details, and the allure of Erin's captivating storytelling, social media followers will be entranced, compelled to RSVP immediately, and eager to share their enthusiasm.

Concurrently, the event's prominence amplifies through strategic local partnerships, high-visibility event listings on prime platforms, and the strategic distribution of an all-encompassing press release to influential media channels. The event's presence becomes an unmistakable force, enhanced by evocative posters and thoughtfully placed flyers at The Book Worm and key locales in Powder Springs, GA. The dedicated email newsletter envelops the event's unique essence, accompanied by the resonant audio of the radio ad. As the final, integral piece of this well-choreographed promotional masterpiece, an interactive event platform fosters communal engagement, ensuring every attendee becomes a vital part of this enthralling odyssey into the realm of romance.

These intricately intertwined steps, harmoniously orchestrated, transmute the Live Meet and Greet & Book Signing Event into an unforgettable and profoundly resonant journey. Attendees from the vivacious 18 to 29 demographic and beyond converge to heed the captivating call of romance and storytelling.

Budget

Event Budget: Erin Dixon's Book Signing

- **Advertisement on WSB Atlanta:**
 - Cost of Advertisement: \$363
- **Venue Rental ("The Book Worm"):**
 - Deposit: \$150 (Refundable)
 - Additional Fee: \$350
 - **Total Venue Cost: \$500**
- **Port-a-Potty Rentals (A1 Portables):**
 - 4 Port-a-Potties (Includes servicing)
 - Emptying holding tank
 - Cleaning and sanitizing
 - Restocking supplies
 - Required maintenance
 - **Total Port-a-Potty Cost: \$800**
- **Pre-Orders:**
 - 50 Pre-Orders at \$15 each
 - **Total Pre-Order Revenue: \$750**
- **Gift Cards (tremendous.com):**
 - 50 Gift Cards at \$50 each
 - **Total Gift Card Cost: \$2,500**

Total Event Budget: \$363 (Advertisement) + \$500 (Venue) + \$800 (Port-a-Potties) + \$750 (Pre-Orders) + \$2,500 (Gift Cards) = \$4,913

Evaluation

The event evaluation strategy for Erin Dixon's Live Meet and Greet & Book Signing showcases a well-considered alignment with Erin Dixon's brand and literary offerings. By choosing a timeframe of 2 pm to 5 pm on August 26, 2023, the strategy caters to Erin's target demographic's availability, ensuring optimal attendance. The careful selection of The Book Worm in Powder Springs, GA, as the venue emphasizes intimacy and charm, perfectly reflecting Erin's writing style and creating a harmonious atmosphere for her fans to connect.

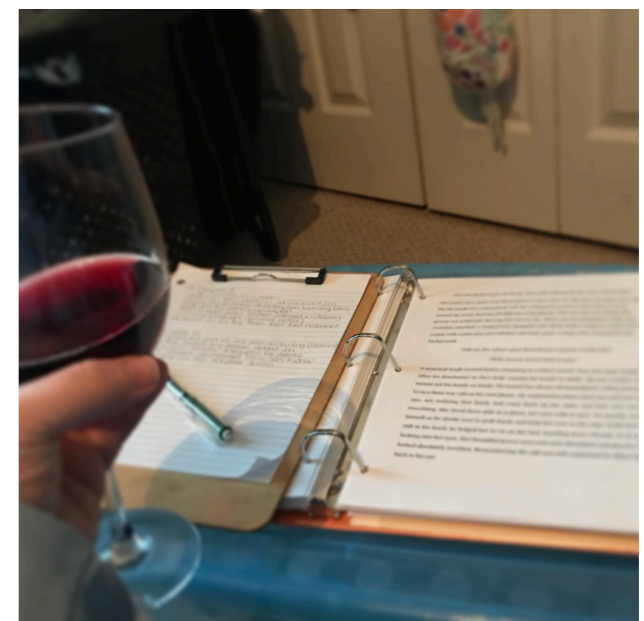
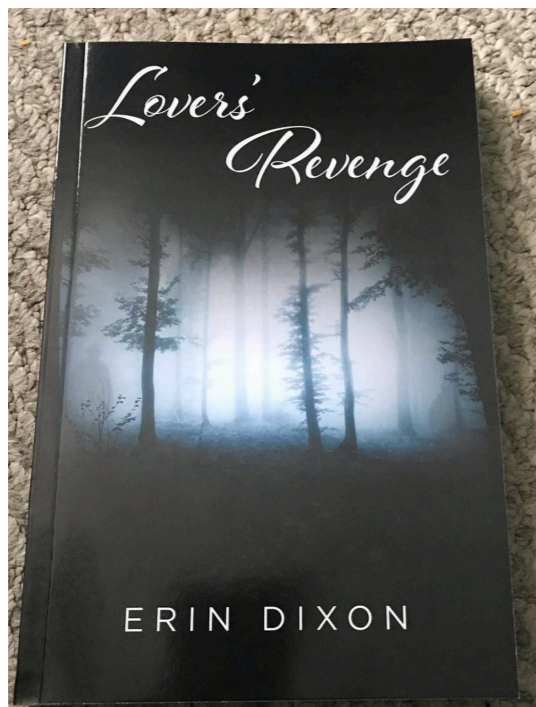
The strategy's success lies in its audience-centric approach. Defining the audience as individuals aged 18 to 54 with a yearly salary ranging from \$32,000 to \$64,000 speaks to Erin Dixon's core readership. By structuring the event details, incentives, and engagement opportunities to resonate with this demographic, the strategy maximizes the likelihood of attendees who share a genuine passion for romance literature. The inclusion of personalized, signed copies of Erin's upcoming book and the gift card giveaway align with the audience's desire for exclusive experiences and added value.

The strategic choice of The Book Worm as the venue aligns seamlessly with the evaluation strategy. Its cozy and inviting atmosphere provides a comfortable setting for attendees and complements Erin Dixon's romance genre. The process enhances engagement by emphasizing the planned Q&A session and the emotional connection attendees can establish with Erin. The surprise gift card giveaway adds an element of excitement, generating buzz among the audience and ensuring a memorable experience.

Erin Dixon's Live Meet and Greet & Book Signing evaluation strategy is finely tuned to both Erin's brand identity and her readership's preferences. By synchronizing the event details, venue, and engagement elements, the process ensures that attendees will enjoy an intimate and engaging event and leave with a deeper connection to Erin Dixon's world of romance literature.

Inspiration Board

The idea I am going for with these photos is an intimate gathering of romance readers fit for adults but just as family-friendly. Enjoy hot new author Erin Dixon in the cozy, comfortable, close-knit group of like-minded individuals. Food and drinks are allowed so long as they are appropriately exposed. Bring your friends and make some new ones.



References

This should be done each week as needed to cite sources. Please use APA format and remember to cite images.

Photo Credit thebookwormonline.com

alportables.com

Gift cards courtesy of tremendous.com

Ad courtesy of wsbradio.com

Lovers' Revenge book Photo credit (Gabriel Simpson 2023)

Erin Dixon Family Photo credit (Gabriel Simpson 2023)

Photo Credit thebookwormonline.com

The Book Worm Back Deck Photo credit (Gabriel Simpson 2023)

Erin Dixon Wine Glass Photo credit (Gabriel Simpson 2023)