The Big Idea –

**What if people from all backgrounds could hear and interact with bestselling authors?**

- Author talks are often limited to those who can afford expensive tickets.
- Live author events are inspiring and interactive as patrons can ask questions and learn the story behind the story.
- Popular authors charge $5,000 - $50,000 for digital events and even more to speak in-person.
- Libraries have the chance to increase community access to this type of interactive and meaningful programming.
Library Speakers Consortium

**Partnership of library systems committed to offer high-quality author events free to their patrons.**

- Two to three livestreamed author talks per month with Q&A
- Patrons can type in questions for authors to answer live
- Best-selling authors with national or international profiles
- Diversity of genres from literary authors to career advancement
- Diversity of authors - 50%+ women and/or persons of color
- Large audience attractive to high-caliber speakers
White Label Author Talks

• Microsite branded for your library
• Library receives credit for offering interactive author talks to your community
• No staff time required for event creation or facilitation
• We provide marketing materials monthly to share with your patrons
Unconscious Bias at Work: Creating a Culture Where Everyone Belongs
Presented on: February 18th at 12:00 PM EST

Unconscious Bias at Work: Creating a Culture Where Everyone Belongs
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Analytics & Accessibility

➢ Microsite platform continuously captures engagement analytics.
➢ Easy administrator access to: patron name, email address, attendance at live event, number of views of archived events.
➢ Registration page may be customized to capture additional data such as patron’s zip code or even favorite books or authors.
➢ Registration generates a reminder email with a link to join the live event & Thank You email with a link to the event’s recording.
➢ Events are closed-captioned and the archived events’ closed-captions may be translated into different languages.
➢ Microsite pages include cues for the visually impaired.
July 2022 Talks

Alka Joshi  
*The Henna Artist*  
- NYT Bestseller  
- Reese Witherspoon Book Club

David Allen  
*Getting Things Done*  
- NYT Bestseller & one of the world’s most influential productivity thinkers

Dr. Michelle Harper  
*The Beauty in Breaking*  
- NYT Bestselling memoir from emergency room physician
August 2022 Talks

Liz Moore
*Long Bright River*
- NYT Bestseller
- NPR Best Book of 2020

Marcia Chatelain
*Franchise: The Golden Arches in Black America*
- Winner of 2021 Pulitzer Prize in History

Liz Wiseman
*Multipliers: How the Best Leaders Make Everyone Smarter*
- WSJ Bestseller
September 2022 Talks

Hernan Diaz
*In the Distance*
- 2018 Pulitzer Prize Finalist in Fiction

Michele Borba
*Thrivers: The Surprising Reasons Why Some Kids Struggle and Others Shine*
- Renowned Parenting Expert

Simon Winchester
*Author of more than a dozen popular titles on history & technology*
- NYT Bestseller
Other Author Talks We’ve Hosted
Watch Parties/ Screenings

• Option to host in-person screenings

• Helpful for patrons with limited internet access

• One idea: volunteers host in-person discussion following the event
2/3 of U.S. Library Systems have a budget under $500k
- These systems serve 10% of the U.S. population.

1/3 of U.S. Library Systems have a budget over $500k
- These systems serve 90% of U.S. Population.
Timeline for Special Pricing

*State Hosting Info Session*

Launch date 7/1/2022 and discounted price will be locked-in for 3 years with flexible invoicing options.

- Opt in before May 31st
  Founding Partner

- Opt in before December 31st
  Special Pricing

- Opt in 2023
  Regular Pricing
## Budgets Over $500K: Annual Price

<table>
<thead>
<tr>
<th>Cardholders</th>
<th>Opt in before May 31st are Founding Partners.</th>
<th>Opt in before December 31st If info session held.</th>
<th>Regular Annual Price</th>
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<td>Up to 5,000</td>
<td>$2,500</td>
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<td>5,000 to 25,000</td>
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<tr>
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<td>Over 200,000</td>
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## Budgets Under $500K: Annual Price

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<th>Annual Expenditures</th>
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<td>$150k to $200k</td>
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<td>$200k to $250k</td>
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<td>$250k to $300k</td>
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<td>$300k to $400k</td>
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<td>$400k to 500k</td>
<td>$2,000</td>
<td>$3,000</td>
<td>$4,000</td>
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</table>
A Few Funding Ideas

★ Budget across both current fiscal year & next fiscal year with our flexible invoicing options

★ Partner with Community Groups, Companies, or Individuals for sponsorships or co-sponsorships

★ Partner with Friends of the Library for sponsorships or co-sponsorships

★ Happy to design custom-branded microsite to highlight sponsors and partners

★ Cost-share with Online Collections: microsite becomes an ever-growing Digital Resource Library archiving 2-3 bestselling author talks each month for future viewing.
About Us

- Mission to support and empower people on their journey of lifelong learning
- Black and LGBTQ Owned
- Manage similar speakers program for a partnership of 100+ alumni associations
- Expect 100+ founding library partners for launch in July

Confirmed Founding Partners