



The Author Encounter
Authors and Publishing Industry Information Packet

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Basic Information (Q&A)

What is The Author Encounter?

The Author Encounter is a company that strives to help authors engage with their fans (readers) in unique settings (i.e. events) to help further their visibility, gain new fans, and connect with their readers.

Who runs The Author Encounter?

The Author Encounter is run primarily by its founders, Bethany Averie and Nan Jenkins. Both Bethany and Nan monitor the email account and telephones. Associates may help with answering correspondence and handling various other administrative tasks or social media, but they are in direct contact with Bethany and Nan at all times. Members will be notified first of any changes, and from there, the public. But our members come first. (Membership is addressed in a separate part of this information packet).

What genres are The Author Encounter open to highlighting at their events?

Depending on the theme of any individual event, The Author Encounter is open to all genres, both fiction and non-fiction.

What goes into ticket pricing?

Based on venue, event-specific items, etc., we strive to keep the prices under \$100 for attendees. The first event (Books & Beauty, August 1, 2020) has 2-tiered ticket pricing option, with a Base Price of \$35 and a Premium of \$60. Each tier offers different perks, but in general we are gearing toward a one type of ticket in the future so that every attendee can have a quality experience. We intend not to charge highlighted/featured authors to attend the event they are being featured. *(Author members will be notified of any changes to this policy either by email or in Members Only areas).*

What do you offer authors who are featured?

First, we comp your ticket and we don't charge featured authors a table fee. *(If this policy changes, authors will be notified in writing).* We also offer free membership (which gives you



access to all our content, not just our events—including a newsletter getting a first look at all upcoming events and detailed information on what’s new before we even go public with it). We are trying to offer each author featured a specialized gift box as a show of appreciation (which will depend on the event in terms of contents).

What do featured authors do?

First and foremost, during the event we’ll have each of our featured authors introduce themselves and give a brief overview of what they write, about the book they’re featuring, and any upcoming news/information they have available. Next, engage with fans during the event—chatting, book signing, and, when possible, even selling any inventory on hand. Authors are also encouraged to engage with any vendors at the events, and other authors there.

Why should an author become a member or be a part of any event?

No matter how well known or not-well-known an author is, there is always room in an author’s career to pick up new readers. Those new readers might even join the established fans an author already has. It’s about visibility and engagement. The more visibility and engagement authors have, the more likely that author will gain new fans. The Author Encounter just strives to make that part easier on authors.

Why should publishing industry professionals join or be a part of The Author Encounter?

Like authors, industry professionals need visibility and engagement. We offer agents, editors, etc, free tickets to any event their client (author) is being featured at. So, for example: Agent X has a client, Author T, being featured at a Mystery themed event, Agent X would be able to get a free ticket to attend that mystery event that Author T was featured at. Same with editors: if your author is being featured, then you don’t have to pay for a ticket to attend that specific event.

By joining, you have access to information you can pass onto your client. Or, you can contact us directly to inquire about us featuring your author at an event. In short, we’re a resource for you and your clients to help build/further your client’s career.

What if my author isn’t being featured at an event, but I still want to attend?

Then you pay the ticket price. Tickets are only free when your author is being featured.

How can I get my client featured?



Simply contact us via email (theauthorencounter@gmail.com) and let us know the name of the author, genre of a specific title we'd feature, and what type of event you're interested in. If we're having that event, we'll consider them for the roster of that event. If we don't have a specific event listed that you want your author featured at, you can make a suggestion and we'll let you know if and when we hold the type of event you requested.

How do I let The Author Encounter know when my author is being featured?

Either the author, agent, or editor can contact us via email or phone to let us know.

I have other questions/concerns not addressed in this packet, what do I do?

Send us an email and we'll be happy to correspond with you about them.



Membership Information

Author Membership

Price: FREE

- Emailed Newsletter with information on upcoming events BEFORE we reveal them on our website
- Access to any available content The Author Encounter puts out
- First “dibs” on events: an author member of The Author Encounter who wishes to be the featured author at any given event can email us with their membership number requesting to be featured at that event. *(We reserve the right to refuse this request if all available author posts have been full or if you’ve already been featured that year at a previous event, in order to give all our author members equal opportunity. Should this happen, you will be put on a waiting list so that if a post is open, you’ll be contacted first).*
- Free ticket for self and agent or editor to event where they are featured
- Required to be a featured author at least ONE event in the year they join (unless you join during December, then it would fall into the following year).

Industry Professional Membership (Specifically Publishers, Editors, and Agents)

Price: \$

- Emailed Newsletter with information on upcoming events BEFORE we reveal them on our website
- Access to any available content The Author Encounter puts out
- First “dibs” for your client: industry professional member of The Author Encounter who wishes to feature their client at any given event can email us with their membership number requesting to be featured at that event. *(We reserve the right to refuse this request if all available author posts have been full or if your client has already been featured that year at a previous event, in order to give all our author members equal opportunity. Should this happen you and your author will be put on a waiting list so that if a post is open, you’ll be contacted first).*
- Free ticket to the event your client (author) is being featured



Readers/Fans/Non-Publishing Industry Professionals

Membership Fee: \$20

- Emailed Newsletter with information on upcoming events BEFORE we reveal them on our website
- Able to purchase tickets before the public whenever we do a pre-sale on event tickets (Pre-sale was not done on first event: Books & Beauty on August 1, 2020; ***sales are at the discretion of The Author Encounter founders***)
- Coupon for 10% off all tickets purchased for one (1) event of their choosing
- Access to Reader Membership The Author Encounter Content
- Chance to engage with favorite authors and discover new ones

***Any questions should be directed to The Author Encounter's email address:
theauthorencounter@gmail.com***