



324 Castro Street • Mountain View, CA 94041 • (650) 988-9800 • www.eastwestbooks.org

July 4, 2020

PRESENTER TERMS

Please read before applying online

*Our intention is for all our events to uplift, inspire, and educate.
Our gratitude to you for helping to support this work.*

Snapshot: what you need to know

- All of our events are currently offered online via Zoom. East West hosts the event, and the presenter joins from home or office on their device.
- Programs are often scheduled 4 months in advance or more. Look through our [event calendar](#) to learn more about the kinds of events we host.
- Successful events are a partnership; you can help make your event a success by promoting through your lists and on social media.
- Attendance at your event can be small or large. Presenters commit to presenting, regardless of the number of advance registrations, as we often get many last-minute drop-ins.
- Cancellations are only accepted for true emergencies. There is a \$150 cancellation fee per event.
- Kindness in your interactions with staff and customers is a high priority for us.

When to schedule your event

- Free lectures or weeknight talks usually go from 7:30-9pm.
- Paid workshops can be offered weeknights (usually 7-9 pm) and weekends during the day or evening, often for longer. Income is split 50/50.
- Individual or reader sessions can be offered any time. They are often offered over a long period during a day, or over several days. Browse our past events to learn more about the wide variety of options.

How to apply to present at East West

Click on the [Presenters - apply](#) button to complete the online application. Make your 90-word event description as clear and helpful to the reader as possible. How will people benefit from your program? All event write-ups are edited before publication. We'll do everything possible to have the final version as close as possible to your original, but jargon and over-use of capitalization will be removed, for example. We have an intelligent, discerning audience, and we edit thoughtfully with them in mind.

*If you are reading this as a printed document, the online application is at eastwestbooks.org, under **Contact**. "How to Present a Program at East West" is in the drop-down menu.*

Promotions: a partnership

We host 300+ events a year. It's an extraordinary calendar, and it keeps a team of us busy year-round. The most successful programs are partnerships between presenters and East West.

East West will announce your event in:

- our website, eastwestbooks.org (*we handle all ticket sales and registrations*)
- a weekly e-newsletter to 7,000 people and growing
- social media, particularly Facebook
- in-store signs

Presenters are encouraged to promote your event in:

- your email newsletter, or in a special promo to your email list
- social media (this can be the most impactful)
- interviews and other events before your East West event
- optional: send up to 30 flyers 3 weeks ahead for in-store promo

8.5 x 11 mailed: Events Manager, East West Bookshop, 324 Castro St, Mountain View, CA 94041

Payment

Payment will be made 30 days after the event. All event income is split 50/50.

Recording the event

Your event will be recorded. The recording will be owned by East West Bookshop. Registrants who have paid, but missed the event, will be sent a link that expires in 72 hours. It may be that in the future, East West may want to sell this recording online. That will not happen without a written contract with you before proceeding. Online sales of recorded events is new for East West, and the details have not been worked out. We also may choose not to pursue this. If you prefer, we can delete the archived recording, precluding a future income stream for you and the store.

Cancellations

Happily, it's rare when we need to cancel an event. Because much time and resources are spent on promo, there is a \$150 charge for presenter cancellations. Exceptions: medical emergency, accident, severe weather event, or a family emergency.

The day of your event, we kindly ask:

- Be ready and willing to present your program, no matter how many people registered in advance. Remember we often get sign-ups on the day of the event.
- Have a quality set-up for online training, including good lighting, microphone, background, and professional appearance.
- Come prepared to invite participation and allow for interaction.
- The audience registered based on your event description. They (and we) value you staying on your topic.
- Begin and end your presentation on time.
- You'll be paid based on the number of people who registered.
- Avoid profanity and topics that could alienate or offend guests.
- Limit promotion of other aspects of your work or future programs to 5 minutes or less. Remember that you are providing value to the audience the day of your presentation, and not persuading them to attend a future, more expensive event.

All our best,
the East West events team and store staff