



Book Fair Organisers Guide

Congratulations on hosting a Larrikin Book Fair!

This simple guide will help you with all the nitty-gritty details about hosting a great Book Fair.

Marketing & Promotion

The success of your Book Fair will rely heavily on the quality of your marketing & promotion.

Here's a few helpful tips:

- Place the Posters provided in key locations as soon as they arrive.
- Use the digital artwork provided to promote the Book Fair throughout your online network (Compass / Seesaw etc), newsletter & socials. (Multiple advertisements over the different platforms work well.)
- Download the parent letter template, make the required edits and send home to families.
- Publicise the Book Fair at assembly and in staff meetings.
- Link your Book Fair with other events in the calendar such as Parent Teacher Interviews, Book Week, Grandparents Day, Education Week, Love Your Bookshop Day, National Reading Hour, or create your own special event such as School Movie Night.
- Consider giving your Book Fair a theme to help make it more memorable.
- Offer an opportunity for parents & grandparents to donate a new book to your school library. The best way is to preselect some titles of interest, and place them near the sales desk.

Procure Helpers

Round up your volunteer parents, student leaders and enthusiastic staff. Create buy-in by inviting them to collaborate with their ideas. Unfortunately stock loss can be a problem so please recruit some helpers during busy periods to work security. We ask that no bags are allowed in the book fair zone at any time.

Stock

Your stock will arrive well in time for your Fair. To give you an idea of what's coming your way you can view the current reorderable range [here](#). The titles and quantities we send are based on your student numbers, previous sales and the current intel we have around what's selling really well at the moment. We're always open to hearing your thoughts and feedback on our range too.

Preview Sessions / Wish Lists

If possible, offer all classes the chance to attend the Book Fair during their library session and make a wish list. (student wish lists will arrive with the stock) Wish lists can be sent home so parents can review their child's choices. Parents can scan the QR code and place their click & collect order online too if they choose.

Click & Collect / Reorders

Parents will be able to order titles from our Book Fair range online and make a pre-payment using click & collect. Once parents & students follow the link on the digital invite, they just need to read the instructions that pop up immediately. For example, in the checkout, they simply choose click & collect as the shipping method instead of ship, and then choose the right school from the drop down list along with entering their child's name and class.

We will email you copies of click & collect orders as they come in so you can print them out and fill the orders.

In the event that a title runs out of stock please order them online at the end of the fair so we can get more copies on the way to you. Please use 'Invoice My School' at the checkout instead of paying and leave a comment to identify Book Fair reorders. (You won't be charged for reorders)

With over 250 book fair items online, we can't always include every title in your fair, therefore, sometimes an item will be ordered online that wasn't included in your fair. Please treat these the same way as regular reorders.

We will do our best to get your reorders on the way as soon as we receive your order online.

Sales

Setup a designated sales desk with the Eftpos machine and a cash tin. Please be sure to charge the Eftpos Machine the night before you start using it. There's no need to record specific titles sold.

End of Line Items

You will notice some items arrive marked with a **red dot** in the top right corner. These items are end of line and cannot be re-ordered if they sell out. They won't appear online either.

Commission

You are entitled to commission on sales to be used on any products across our entire online product range. You are free to select any books we've sent as part or whole of your sales commission. For commission books kept from the book fair stock, please add the dollar value of books kept to your reconciliation sheet. We don't need to know which titles, just the dollar value.

To use your commission for books that have either sold out, or for other titles on our website, please order online and use 'Invoice My School' at the checkout instead of paying. We will use your available commission as payment. In the event your commission order exceeds your available balance, the extra amount owing will be on the invoice. Please don't add any commission orders to your spreadsheet as this is for student orders only.

Commission Rates

School Term 1 - 40%

School Term 2 - 35%

School Term 3 - 30%

School Term 4 - 35%

Wind Up

Using the reconciliation form provided enter the following information;

1. Total Sales
2. Total Commission
3. Value of any stock kept from Fair stock as commission

(We will let you know the total value of Click & Collect orders and credit card payments so you can complete the reconciliation form)

Pack up the left over stock and let us know how many cartons need to be collected, and where to collect from. (The AusPost driver will bring the right labels and attach them to the cartons)

If you are not in a standard AusPost pick up area, you will need to get the cartons to your nearest post office. (We can provide you pre-paid return labels)

If you need anything at anytime, please call us on: **1800 841 569** or email:
bookfairs@larrikinhouse.com

Have a great Book Fair!

Callan McKenzie
Book Fair & Author Events Manager