

Book Launches

What is a book launch?

Book launches are a celebration of the publication of your book, as well as a vehicle for additional promotion of your book and the work it covers. They also provide an opportunity to sell physical copies of your book to an interested audience.

Launches usually run from one to two hours, depending on their format. They often include speeches by the author/editor of the book and the person officially launching the book, who is usually someone of authority in the relevant field. Many authors opt to combine their launch with a public lecture or panel discussion about the subject their book covers, which will generally attract a wider audience to the event.

A book launch will often involve some form of catering. This gives attendees a chance to mingle and time to purchase the book after the speeches are complete.

Organising your launch

ANU Press can assist with arranging a venue, organising the catering, promotion and organising book flyers for your launch. The Marketing and Communications Coordinator will attend the launch and will be available to assist with running the event if desired. (Please note: ANU Press is not able to provide financial assistance for a launch.)

Launches are often organised by university colleges or institutions. In these cases, the Marketing and Communications Coordinator will liaise with the event organiser and provide assistance where required.

If you have a specific date or event in mind for the launch of your book, it is your responsibility to ensure that the copyedited book files are with ANU Press for production six months prior to this event, and that ANU Press is made aware of the proposed launch date.

If you do not require ANU Press' assistance in organising a book launch, please still ensure to let the Press and your Editorial Board know about the event so we can make arrangements to send representatives. ANU Press should be acknowledged as the publisher during launches, and space made available for the ANU Press banner.

Selling books at your launch

If you would like to have physical copies of your book available at your launch, you must schedule the launch for a **minimum** of four weeks after the book is published online. If you allow less than four weeks, ANU Press cannot guarantee the books will arrive in time.

To order launch copies, please liaise directly with ANU Press.

If you wish to sell copies of your book at the launch, you are responsible for ordering and paying for these copies. You must also ensure that you have a means of selling books at the launch, particularly if you want to give people the option of paying by debit or credit card. You can either handle this yourself or ask ANU Press to organise a bookseller on your behalf.

No one can guarantee how many books you will sell at your launch. The number of books you choose to order and make available for sale is entirely up to you; you may want to request RSVPs for your launch and base your order on this number. Unsold books cannot be returned to ANU Press, and ANU Press cannot ensure their placement in bookshops, though we can offer some advice on ways you could approach bookshops about stocking your unsold books.

I want to hold a launch outside of the ACT

You are welcome to hold your book launch (or multiple launches) outside the ACT, but ANU Press will be limited in the support it can provide. However, please ensure to let ANU Press know of all launch events taking place.

Media and Promotion

ANU Press employs a part-time Marketing and Communications Coordinator who is able to assist with certain aspects of promoting your book. Your active involvement in this process will go a long way towards its success.

Book reviews

Having your book reviewed is a great way to get it out in the public eye. ANU Press will contact a range of potential reviewers and provide up to five copies of your book to those who are interested in reviewing it.

You will be asked to recommend journals and organisations that might like to review your book. These will be taken into account, along with ANU Press' existing contacts, when creating a list of potential reviewers.

If you wish to distribute additional review copies, you may be asked to cover the costs of printing and postage.

Book prizes

There are dozens of book prizes offered around the world each year. The awards on offer vary considerably, as does the cost of entry. ANU Press is happy to assist you in entering your book in prizes, but may ask you to cover the cost of entry or the cost of printing and postage, depending on how many copies are required.

Promotional opportunities

Some opportunities to promote your book require extra author participation. These include:

- writing and submitting articles or opinion pieces
- condensing or repurposing sections of your book
- taking part in interviews and videos
- appearing at conferences or events
- actively participating on social media.

Your own knowledge of your field and the various events, publications and platforms that exist within it will provide the richest source of information about the best opportunities for promotion. ANU Press will provide you with as much support and assistance as possible in these endeavours. The Marketing and Communications Coordinator will be happy to discuss any suggestions you might have. Open communication is important, and we encourage you to keep us informed about any opportunities you are utilising so we can use our own networks to 'boost your signal'.

You are not required to take part in these activities, or you may be willing to take part in some but not others. ANU Press believes in the quality of the works we publish, but there are limits to the time and resources we can give towards the promotion of any one book. The extent of your participation in promotional activities will influence how effective we can be.

Maximising impact of your book

ANU Press encourages its authors to promote their publications, but we understand this is not something everyone is comfortable with. The Australian National University offers a range of services that might help you. There's a handy list of ANU Marketing contacts available at marketing.anu.edu.au/contacts-support, and Strategic Communications and Public Affairs runs regular free media skills workshops for ANU staff and postgraduate (research) students, which you can find out more about these at services.anu.edu.au/training/media-training-essential-media

Some other useful tips to consider include:

- Attend any media training offered by your institution, even if you don't want or expect to engage with the media yourself. This will help you to understand which factors influence the media's decisions about which topics to cover, and could help you to build confidence with regards to discussing and promoting your book.
- If you are willing to engage with the media, make sure your institution is aware of you and what subjects you might be able to discuss.
- Don't be shy about discussing your publications, but try not to badger people about them either. If somebody asks you a question about your work, don't immediately refer them to your book: engage with them, and then invite them to read your book for more information if they are interested.
- Create small, business card-sized 'flyers' for your book to keep in your office, briefcase or wallet to give people who express interest.
- Include information about your publications on your personal websites, LinkedIn, Facebook, Instagram and Twitter profiles.
- Create an ORCID profile and notify ANU Press of this so we can link to it on your book's webpage.
- Include a link to your publication in your email signature (check that your institution allows this if using a work email).
- Let ANU Press know of any new opportunities that arise, such as an industry event or discussion group. Some groups and event organisers respond better to approaches from publishers than from individuals.