



Southwest Florida
Reading Festival

2017 Southwest Florida Reading Festival Survey Results of Festival Authors

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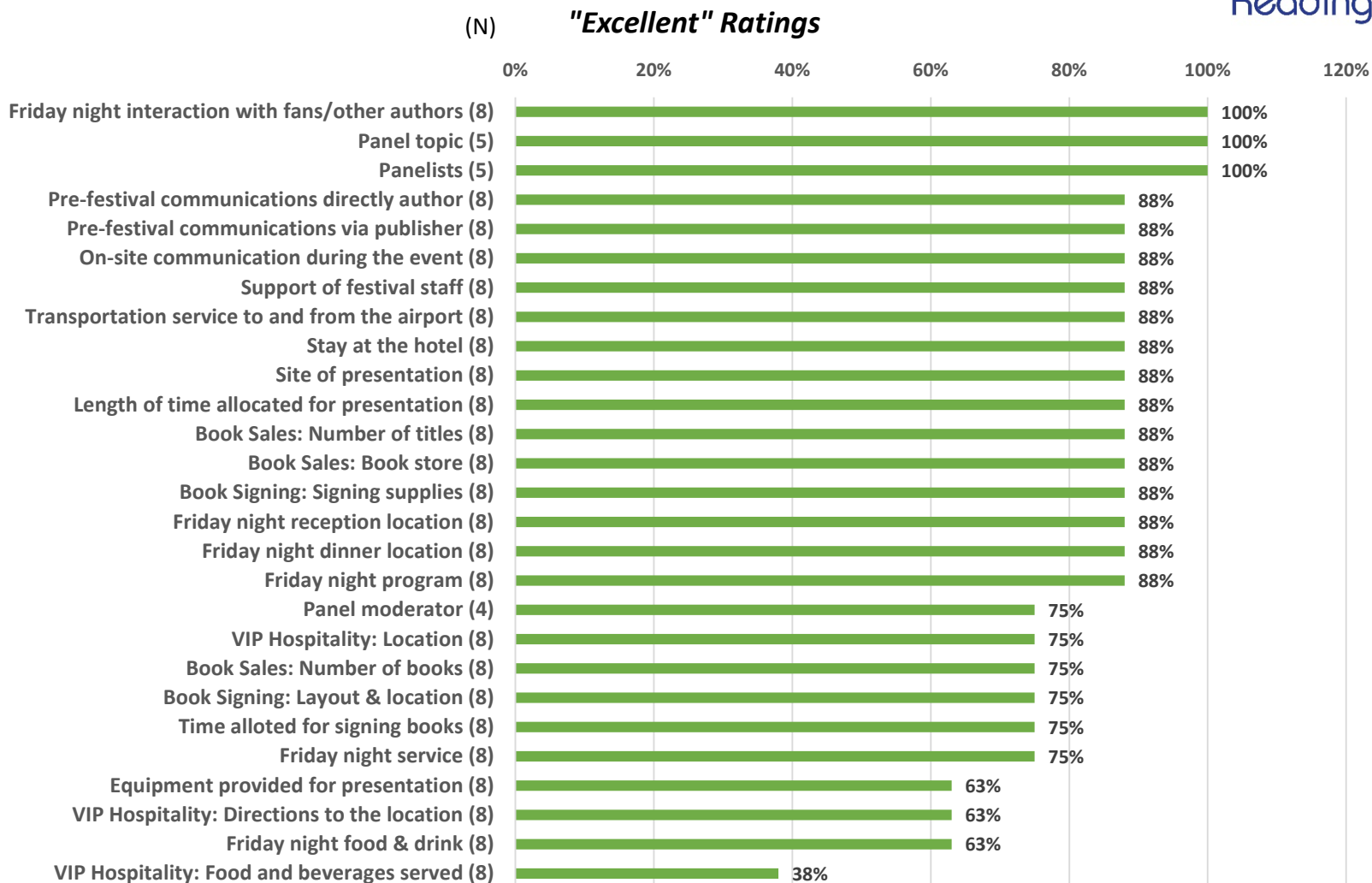
Survey Method

- The 2017 Southwest Florida Reading Festival was held on Saturday, March 18, 2017. Authors who participated in the Festival were invited to provide their feedback on features of the Festival through an online survey following the Festival. A total of 8 authors responded to the survey.
- Where possible, we have compared the responses of the responses of the current Survey of Marketplace Vendors to the results of the 2016, 2015, 2014 and 2013 surveys of Reading Festival authors.
- Since some respondents did not participate in all of the activities covered on the questionnaire, we have based the response percentages only on the number of authors who answered each question.
- The results presented in the charts are subject to rounding error, and may sum to more or less than 100%.



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Summary of Author Ratings of the 2017 Reading Festival



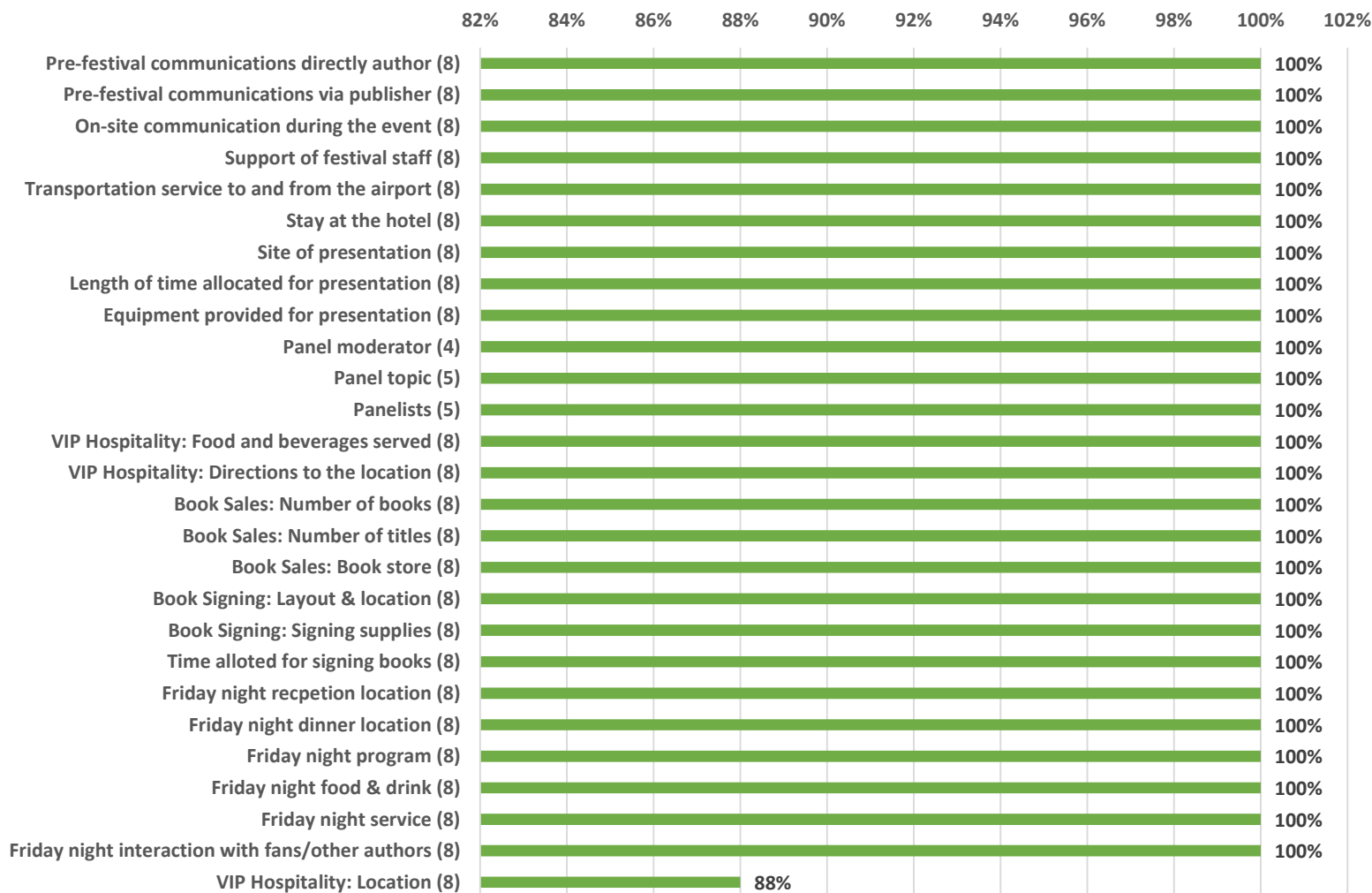
Percentage of Respondents



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Summary of Author Ratings of the 2017 Reading Festival

(N) "Excellent" or "Good" Ratings



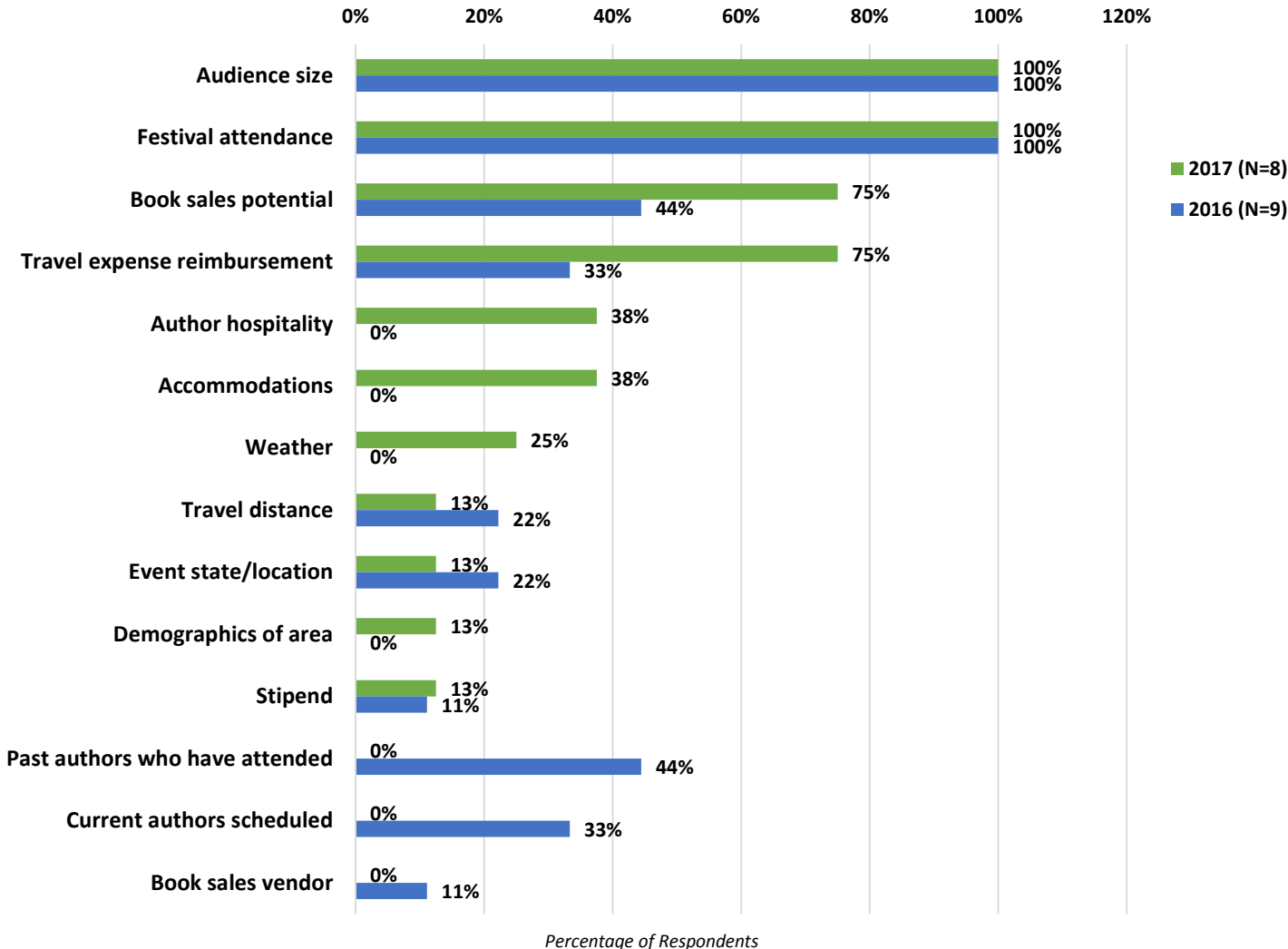
Percentage of Respondents



Most Important Considerations of Authors to Attend:

What are the MOST IMPORTANT considerations when deciding whether to attend a book event like this?

Multiple answers accepted



Each category percentage represents the percentage of authors who selected that particular consideration.



Goals of the Author

What are your goals? What do you hope to achieve by participating in a festival like this?

- *To reach out to fans/ community and attract new readers. To meet people in the library community at the dinner beforehand. To meet new authors and attend author talks.*
- *I enjoy visiting with librarians and the patrons who enjoy my books.*
- *To connect with readers.*
- *I hope to connect more with enthusiastic readers--some of whom are familiar with my work, and some of whom are not. Also, I loved the location of this particular festival. It's hard to beat South Florida in March for beauty, and for weather. Wandering along the water and visiting all the vendors, seeing all the happy people, was truly a delight.*
- *Raise awareness of my story and the support that needs to be given to those that serve*
- *My goal is to connect with my readers and fans, and local educators and booksellers. I want to not only promote my own books, but promote literacy, learning, and share my passion for books! Book promotion and book sales are also important, especially to my publisher who co-sponsors my visit.*
- *Sell more books.*
- *To meet readers and librarians and promote current and future books.*

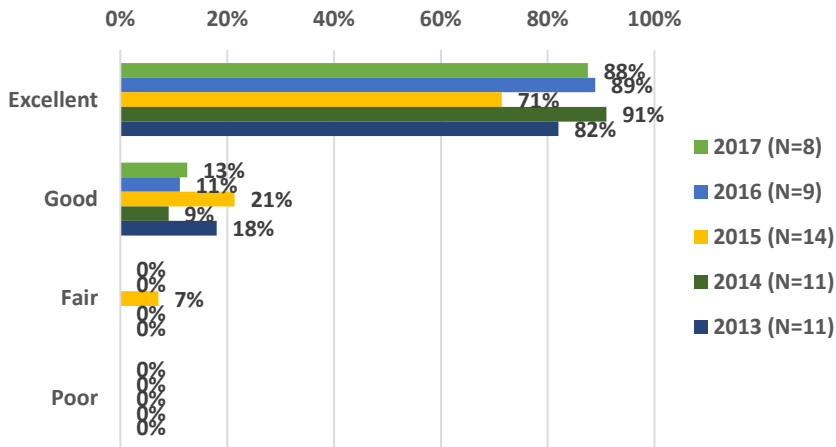


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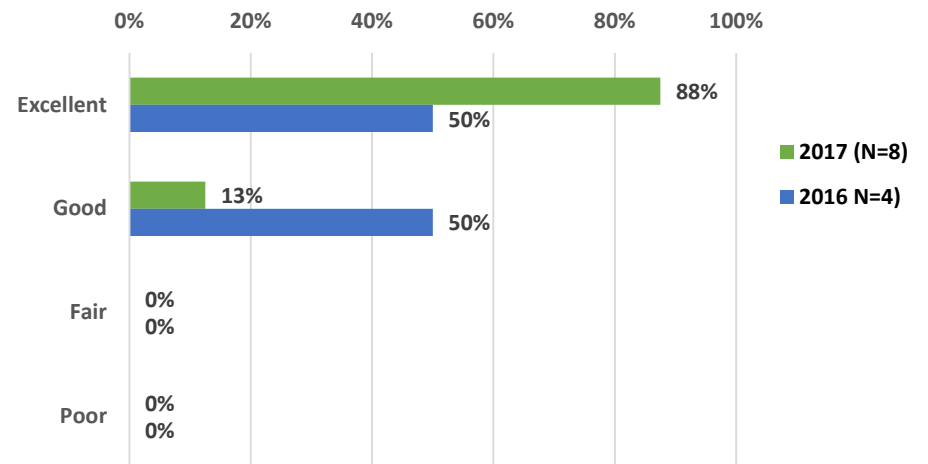
Ratings of Festival Communications

How would you rate the following features of the Reading Festival communications and travel?

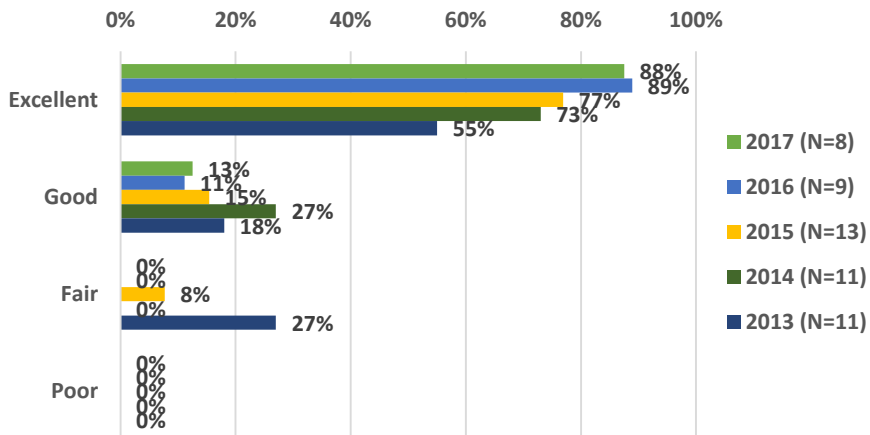
Pre-Festival Communications with Author



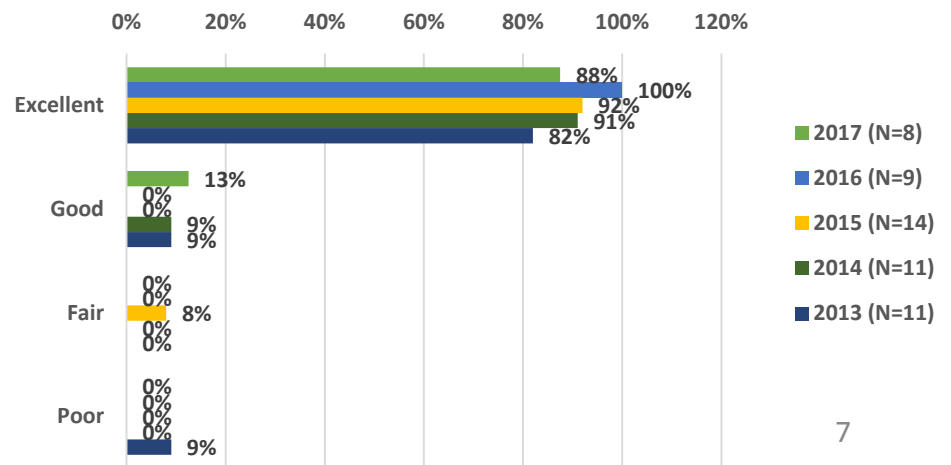
Pre-Festival Communications via Publisher



On-Site Communication During the Event



Support of Festival Staff





Ratings of Festival Communications

Author Comments:

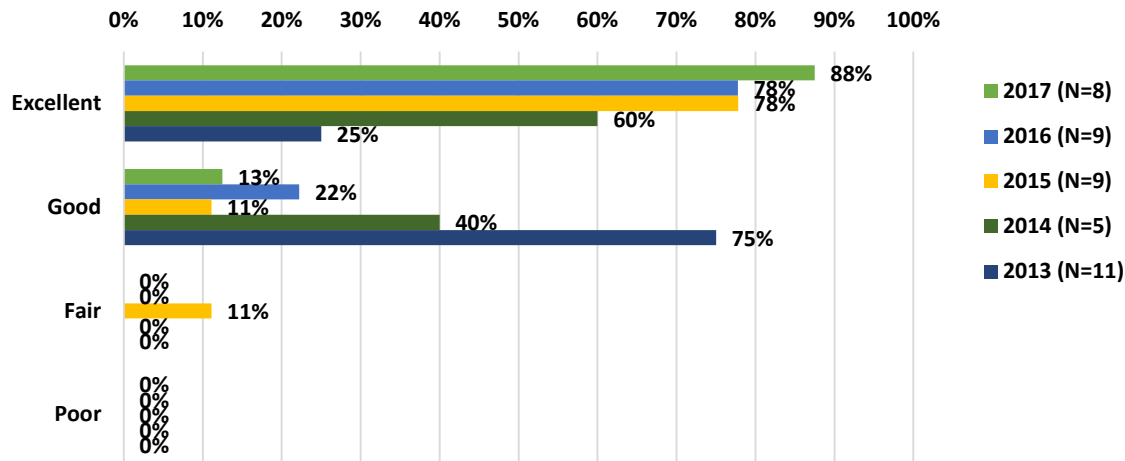
- *I love this festival and think it's very well-run. You do an outstanding job getting people out to the festival and organizing all the events. I think you choose just the right amount of authors so that guests don't feel overwhelmed by choices. Communication beforehand was great, too.*
- *I've been to many events but few have been as well-organized. It couldn't have been a better experience. I was delighted to be there.*
- *One of my best festival experiences!*
- *No complaints at all! Everything exceeded my expectations. I have another book coming out from HarperCollins in 12 - 18 months, and I am so hoping to get to come back to the 2019 festival.*
- *Communications were all great.*
- *Everything was communicated very well! I also appreciated the welcome tote bag full of snacks and info! Thank you! It really made me feel welcome.*
- *Everything ran perfectly.*
- *I had a great time all around*



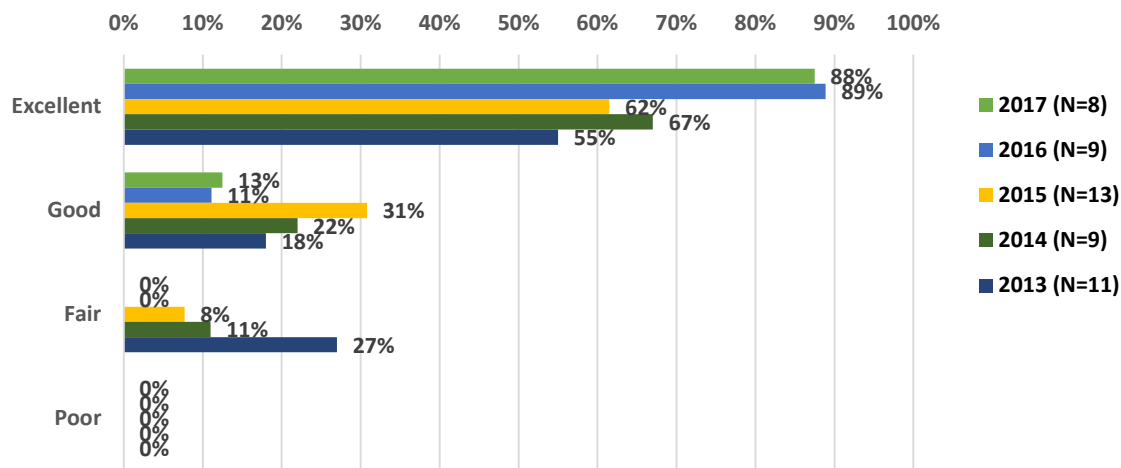
Ratings of Accommodations

Regarding your accommodations, how would you rate the following:

Transportation To and From the Airport



Stay at Hotel



Comments:

- *No complaints! Drivers were polite and friendly, hotel was great.*
- *Both the transportation and hotel accommodations were excellent*
- *Everyone was lovely.*
- *I loved the hotel. Didn't actually use transportation service since I had a rental car but to be honest, I heard from other authors that the drivers were getting lost (hence my lower rating.)*
- *I was impressed by the nice accommodations, the afternoon Edison/Ford Estates tour, and the lively cocktail party after the dinner. Also, the transportation services to and from the airport was timely, comfortable, and professional. So appreciated!!!*
- *Everything went perfectly.*
- *Nice hotel.*

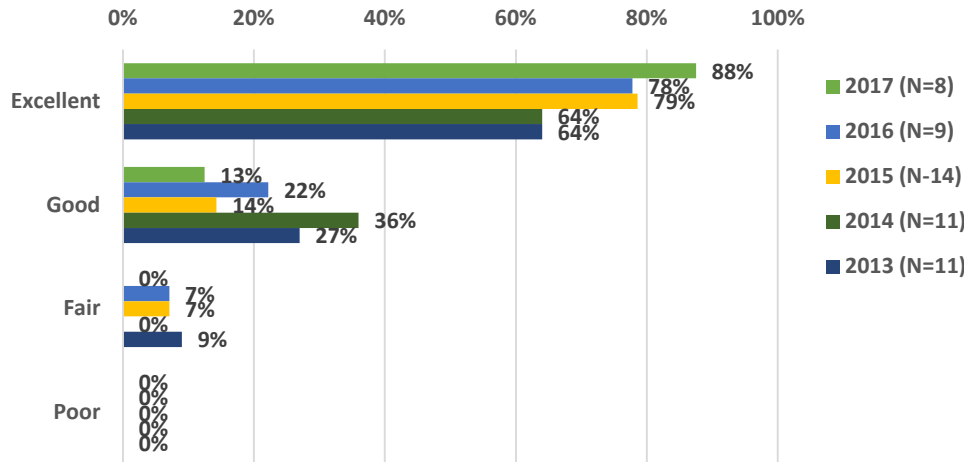


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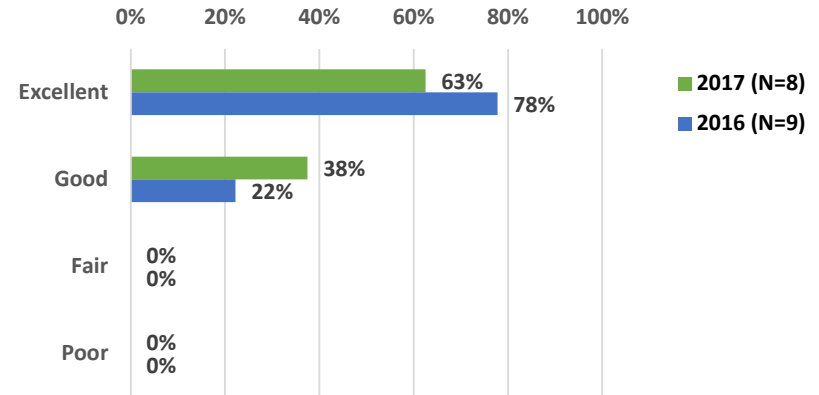
Ratings of Author Presentation Accommodations

Regarding your presentation, how would you rate the following:

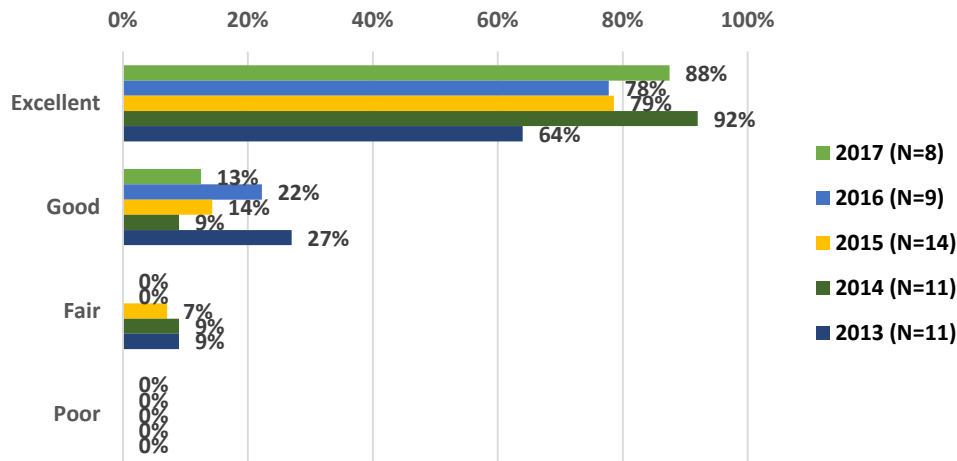
Site of Author Presentation



Equipment Provided



Length of Time Allocated



Comments:

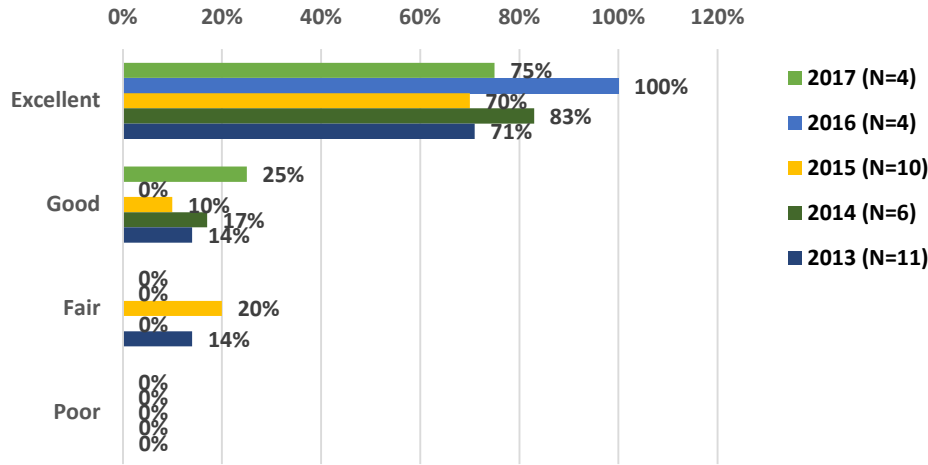
- *Would have loved a projector/ screen because I have visual elements of my presentation, but I'm also okay with just talking, so it's fine. The site is lovely! Love being outdoors.*
- *Everyone enjoyed being outside and everything was easy to find.*
- *Nicely done!*
- *I was very happy!*
- *I really can't think of anything more that the festival could have done to have made this a better experience for me. I even had enough time to have lunch in between my events. The schedule seemed very reasonable and fair.*
- *I would have rated everything excellent except there was no way to do the Powerpoint that I had planned. Otherwise it all went well, though. The moderator made a huge difference.*
- *Weather was perfect and good audience.*



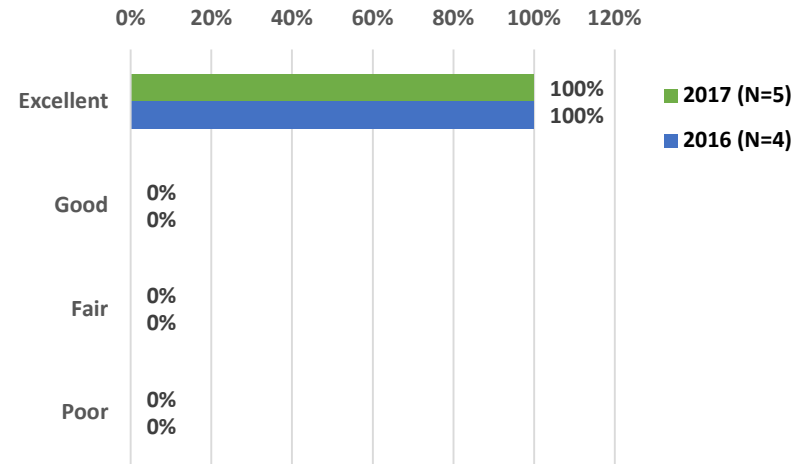
Ratings of Author Panel Discussions

If you were on a panel how would you rate:

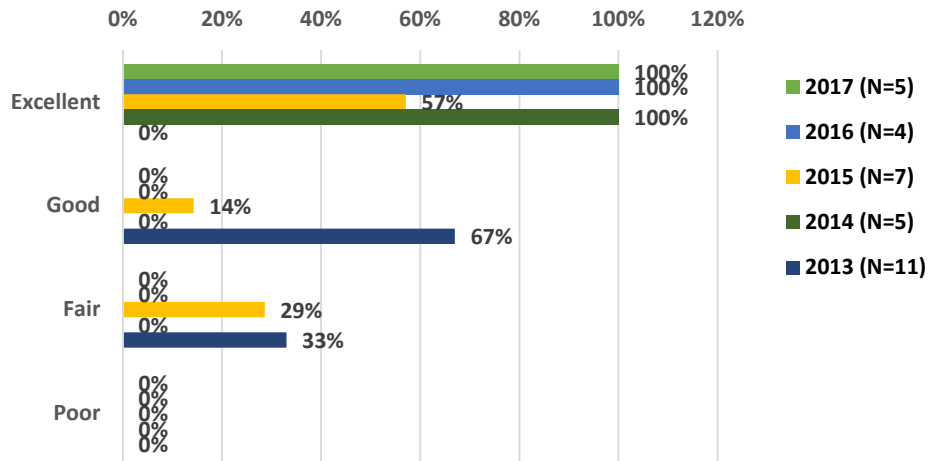
Moderator



Panelists



Panel Topic



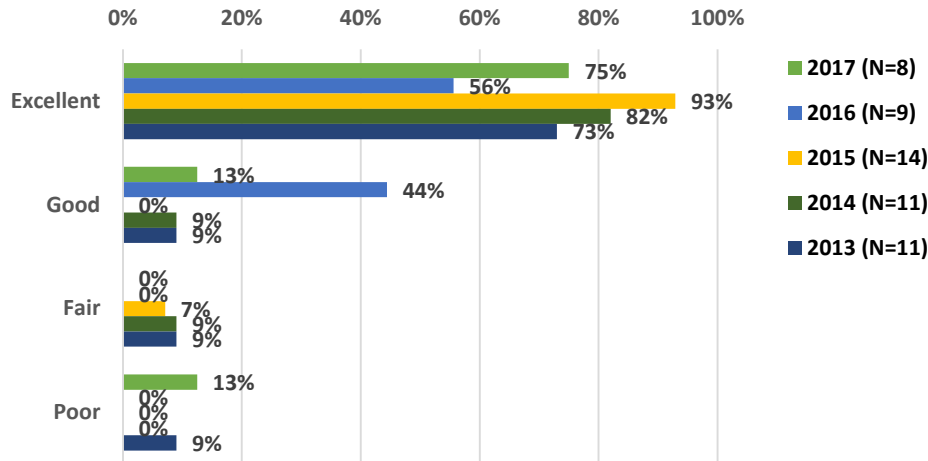


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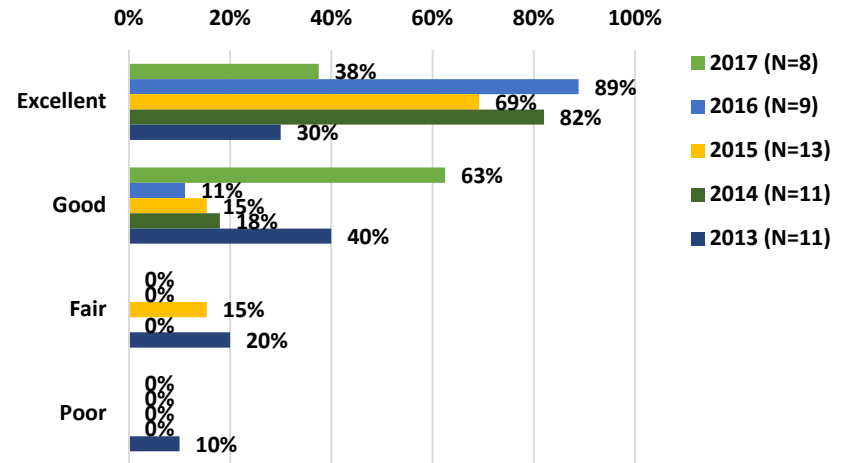
Ratings of VIP Hospitality Area

Regarding the VIP Hospitality area, how would you rate the following:

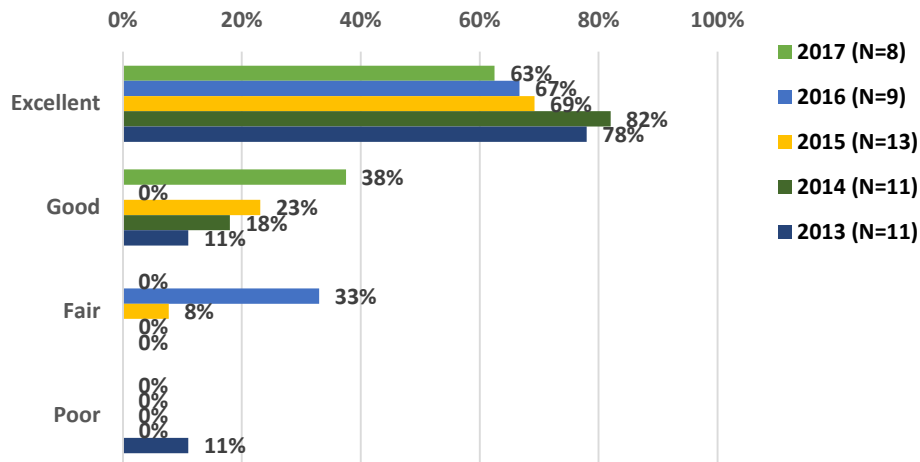
Location



Food & Beverages Served



Directions to Location



Comments:

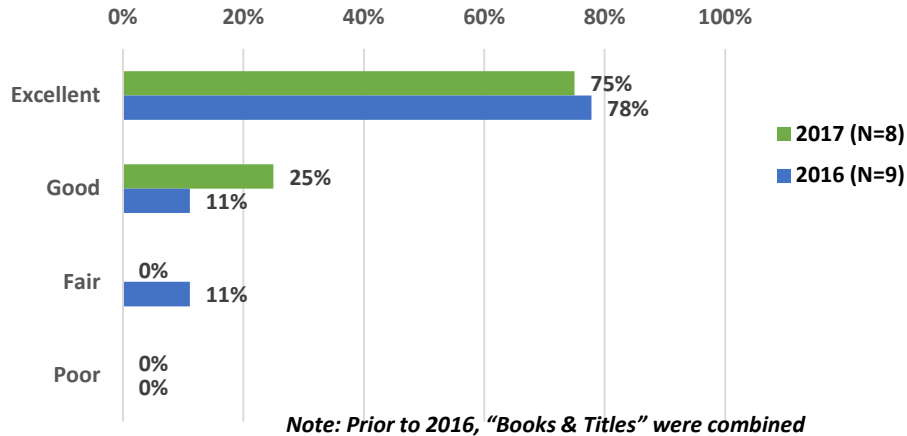
- Love the boxed lunch!
- Jason's Deli was perfect.
- Enjoyable.
- Loved the weather, the scenery, and the overall feeling of the event.
- The VIP Hospitality area was very far from the children's area, but I do understand that it can't be close to everything. I didn't feel the need to go back to the hospitality area in between my sessions, so really, this was not a problem for me.
- I wish there had been a little more diversity in the lunch offerings, but everything tasted good.
- A little confusing when first looking for it.



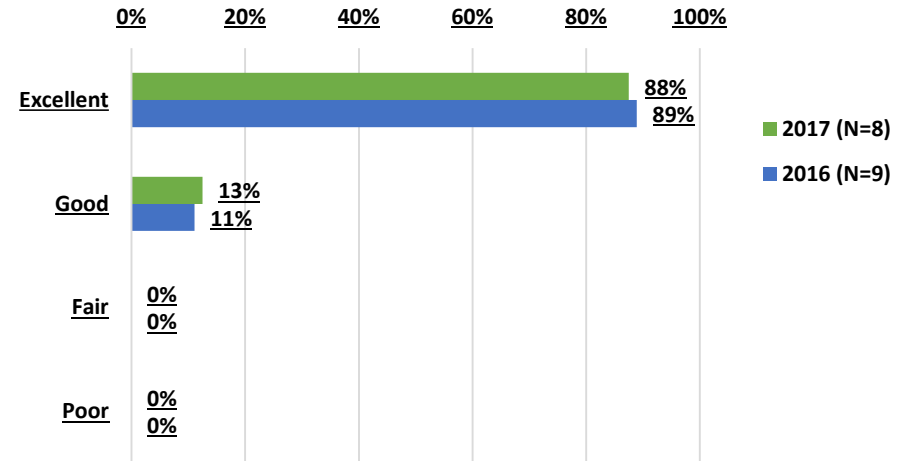
Author Ratings of Book Sales

Regarding book sales, how would you rate the following:

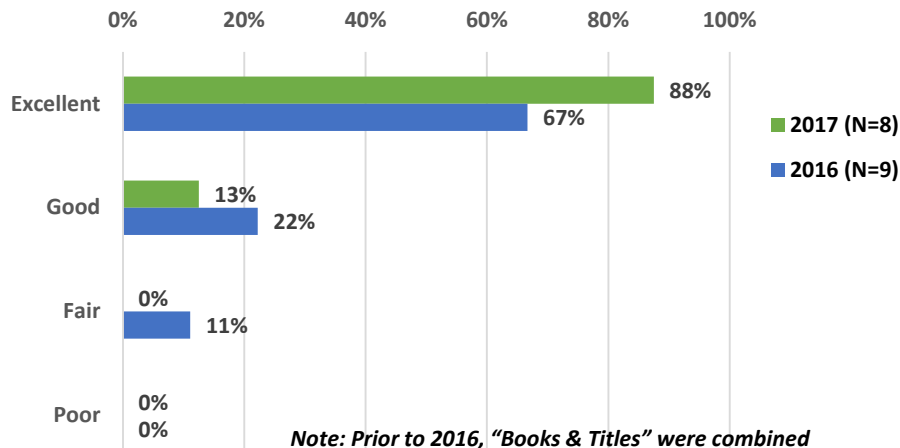
Number of Books Offered for Sale



Book Store



Number of Titles Offered for Sale



Comments:

- I think Books-A-Million did a great job estimating how many books of mine to purchase. A few of my books sold out! Loved that the signing tables were right by the book purchase tents, too. Makes so much sense!
- Books A Million was terrific
- Everything functioned smoothly.
- Again, no complaints!
- I have no idea how many books were sold, but it was definitely a good number, and it allowed me to connect with a bunch of new readers! BAM was fantastic! I returned to their store to sign stock, and thank them for providing my books at the event.

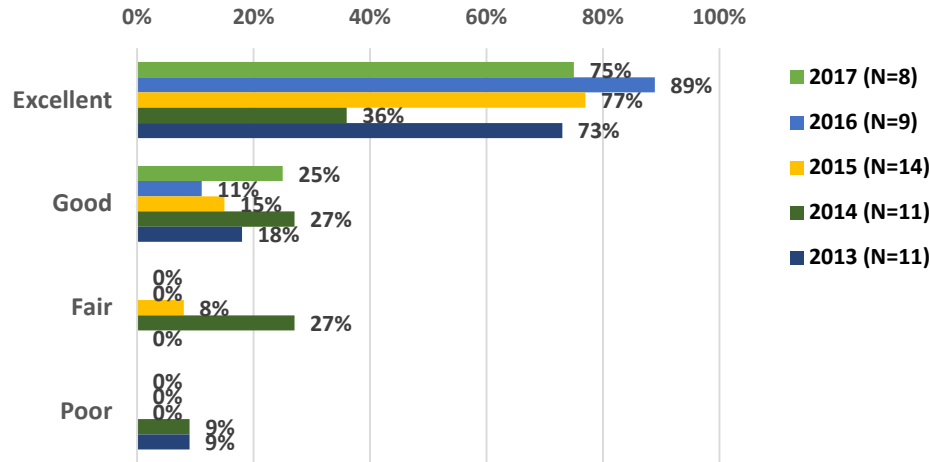


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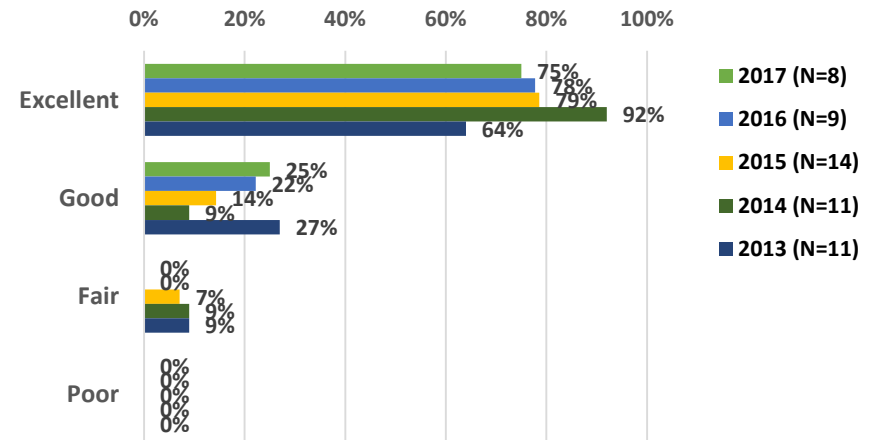
Author Ratings of Author Signing Area

Regarding the signing area how would you rate the following:

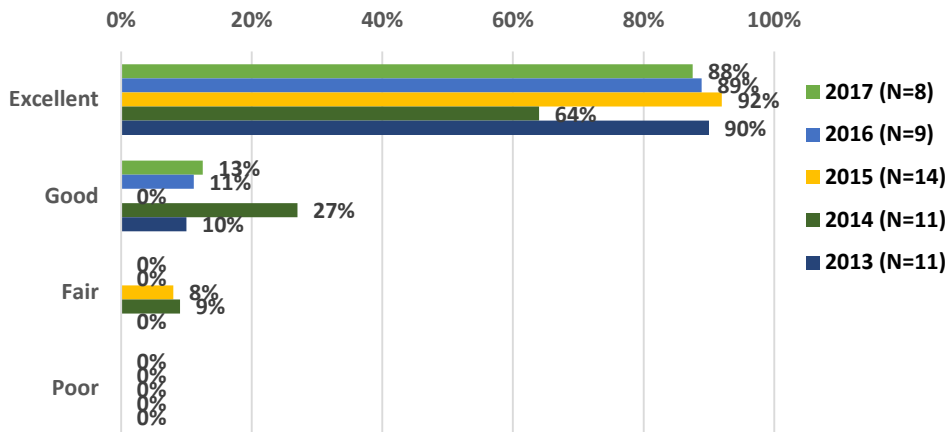
Layout & Location



Time Allocated for Signing



Signing Supplies



Comments:

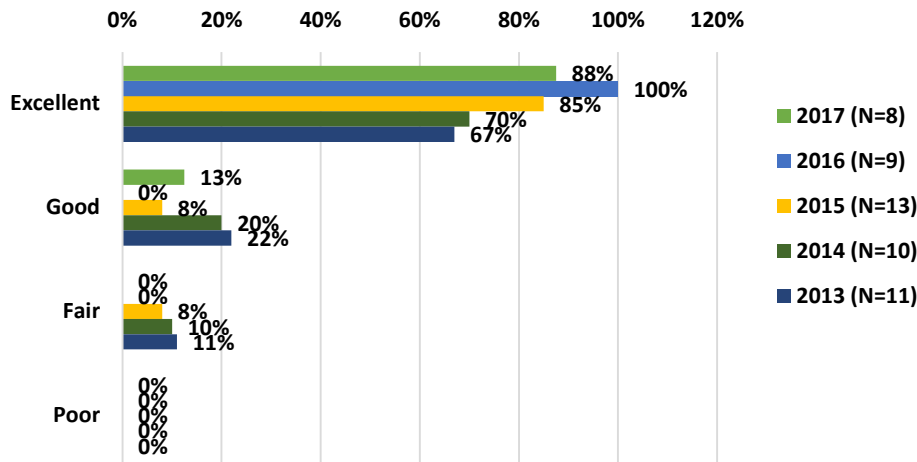
- This all seemed to go really smoothly.
- Everything was well labeled and easy to find.
- Such a beautiful location.
- All good, though maybe a full hour for signing is a bit long.
- It all worked out perfectly!
- Everything went perfectly.
- Everything was well done.



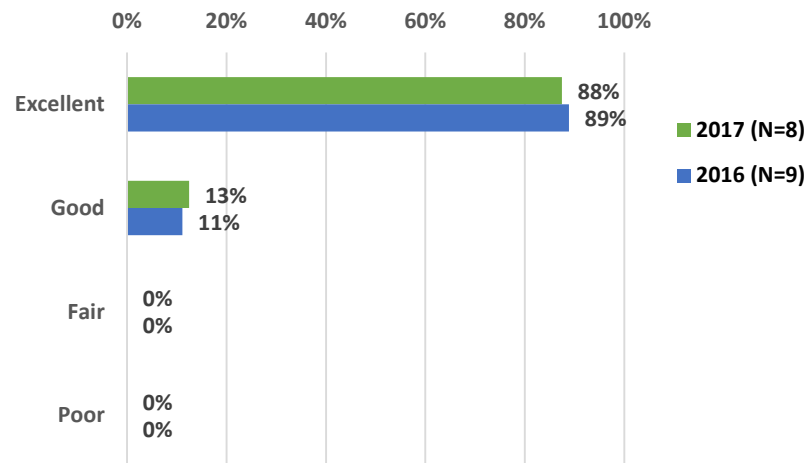
Author Ratings of Friday Night Reception & Dinner

Regarding the Friday night reception and dinner, how would you rate the following:

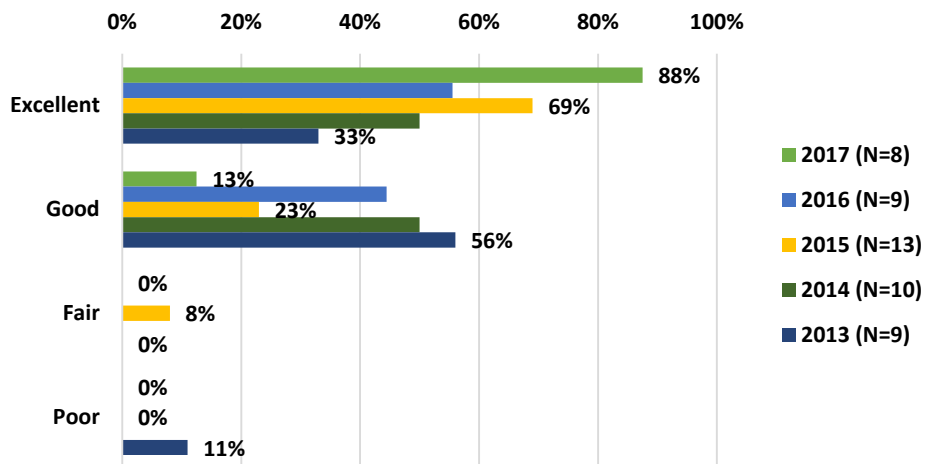
Reception Location



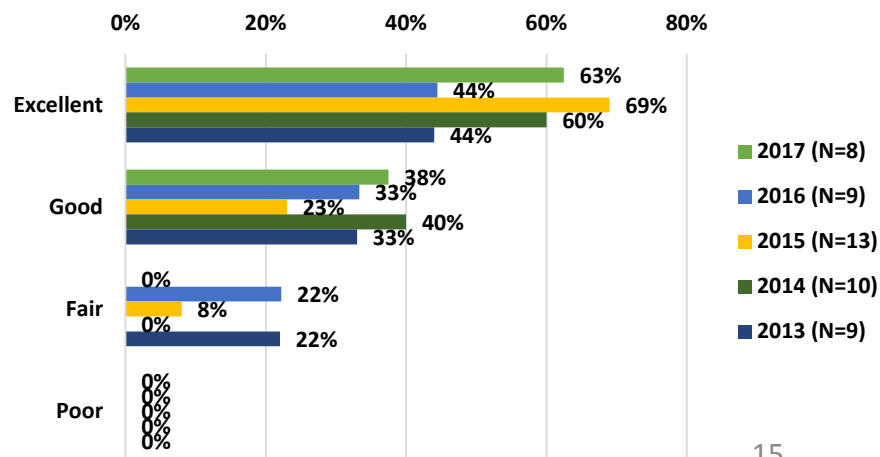
Dinner Location



Program



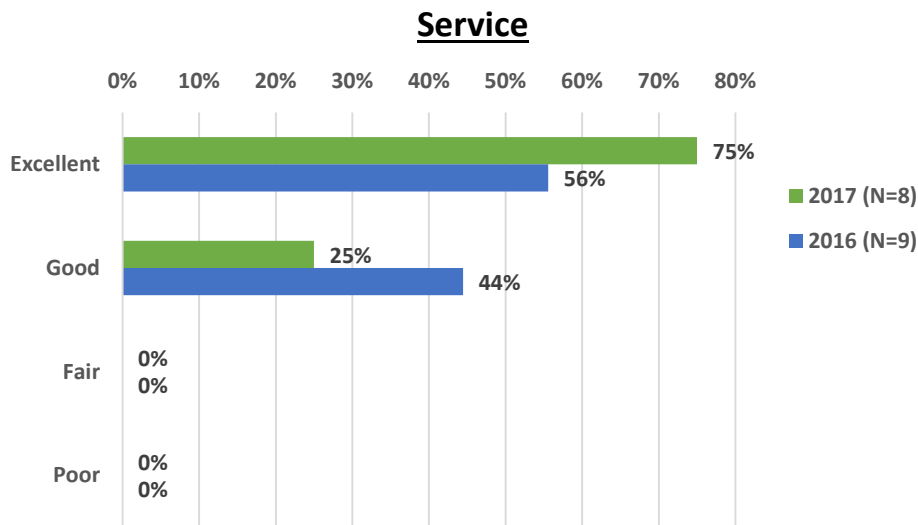
Food & Drink





Author Ratings of Friday Night Reception & Dinner

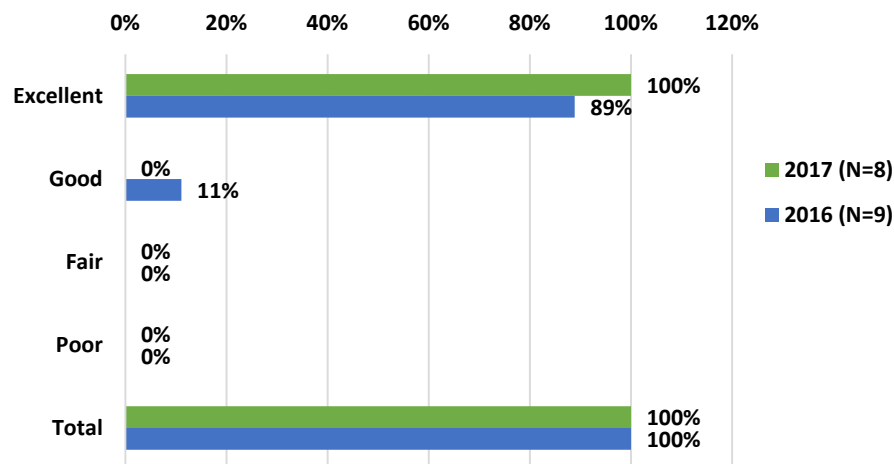
Regarding the Friday night reception and dinner, how would you rate the following:



Comments:

- *Had a great time at dinner. I enjoyed sitting with other authors as well as guests-- in years past, I was the only author at the table, which was okay too, but it was fun getting to speak to other authors during dinner.*
- *This was my favorite part of the weekend! I loved meeting readers, going on the Ford/Edison tour, and hearing the speaker.*
- *A five star event.*
- *The food wasn't amazing, but it was decent and everything else was great. I especially loved mingling out in the gazebo for dessert while the sun was setting. Just perfect!*
- *The location was stunning! Coffee service at the table would have been very nice after the meal. The shuttle service was wonderful!*
- *Very much enjoyed meeting other authors and chatting with them about their experiences. I learned a lot!*
- *Nothing! It was great.*

Interaction with Fans and/or Other Authors

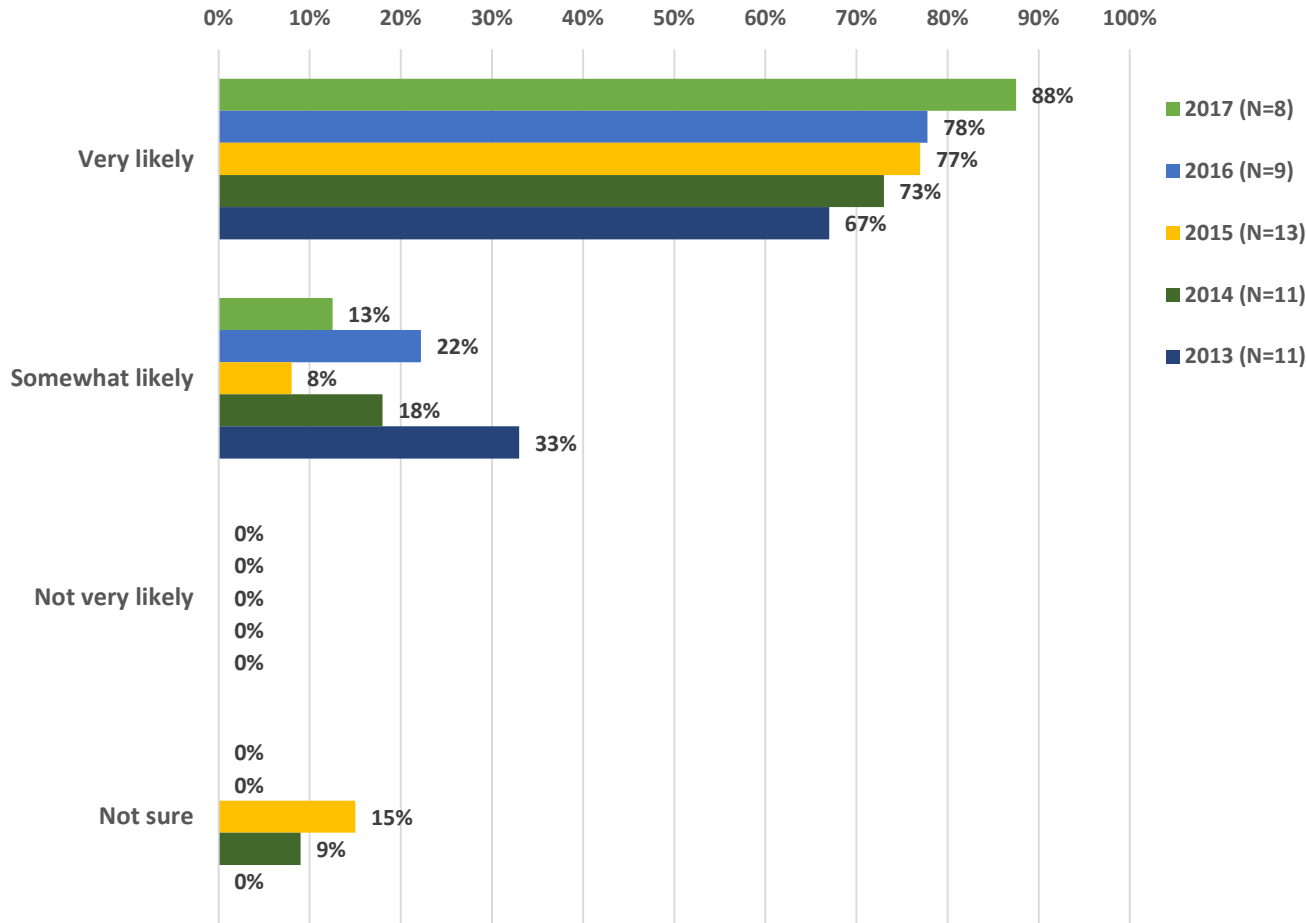




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Likelihood to Attend a Future Reading Festival

How likely would you be to attend or recommend a future Southwest Florida Reading Festival?



Percentage of Respondents

Net % "Very Likely" or "Somewhat Likely"
 2017 = 100%
 2016 = 100%
 2015 = 85%
 2014 = 91%
 2013 = 100%

88% of respondents are "very likely" to attend or recommend future Southwest Florida Reading Festival.



Reading Festival App

Did you download the Reading Festival app?

Of 8 Author respondents, 100% did not download the Southwest Florida Reading Festival App



Suggestions for Improving the Reading Festival Overall:

- *Not really! I think it's a great festival and you're doing a great job. Thank you so much for inviting me! I'm always happy to come back.*
- *I can't think of a way to make it better. Congratulations on hosting such a wonderful event! It was such an honor to be invited.*
- *Keeping up the good work.*
- *No. I thought it was well organized and took great care of both the authors and the festival goers. Great work, and many thanks to everyone involved!*
- *A HUGE improvement would be to book school visits for the authors (at their full visit fee) since the schools would not have to pay for the flight/hotel. This would allow schools access to many authors at a discounted fee. (The area schools could be given a list of authors available and their fees, and they could sign up for them. This may mean that some authors get booked and others do not, but giving access to schools would be a great opportunity for all.) But I also believe schools that cannot afford author fees should have access. This could be optional for the visiting author, of course.*

The WNY Book Expo (founded by Monkey See, Monkey Do Bookstore in the Buffalo area) does this. They fly in many authors with less-than-ideal accommodations (inexpensive Days Inn) at their expense... but schedule the authors with several school visits at their full visit rate. There is also one day where the authors spend a full day signing books (from 10-2pm).

By scheduling author visits (transportation is provided by volunteers from the schools), this allows for the authors to earn a fee for traveling and working at the festival without being paid by the festival, other than by book promotion and sales.

Or, the Reading Festival could provide an author list (with contact info) to all local schools months prior, so that school visits can be scheduled without the Festival coordinating them.

- *Make sure the weather is just as lovely as it was this year.*
- *I had a great time!*



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Thank you, see you next year!

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