

Author Directions: How to promote yourself at seminars and conferences

Advice and tips for achieving better exposure
at seminars and conferences!



Introduction

Conferences are the best way to network by participating in workshops and sessions that will help you refine your skills, meet other authors, and chat with academics. This is the perfect time to promote yourself and your book in person. This guide will give you some tips on how to take advantage of your time at seminars and conferences.

Our resource guide will help you promote yourself at conferences with advice and tips from Taylor & Francis authors well versed in organising launches themselves.

6 Key Tips for promoting yourself at conferences:

1. Determine your budget
2. Sign up to be a speaker
3. Participate on panels
4. Let your audience know you're attending ahead of time
5. Go live on social media platforms while at the conference
6. Print marketing collateral and business cards



Determine your budget

Before signing up for several upcoming conferences, determine your budget and what you can spend.

Costs to keep in mind:

- Hotel (If possible, close to the conference)
- Conference tickets
- Seminar sessions
- Nourishment
- Copies of your book to sell
- Marketing collateral (other than the ones provided by us such as flyers and posters.)



Sign up to be a speaker

If you don't mind being in front of a crowd and sharing your knowledge, this would be the best way to get recognized at a conference. Give a talk and enlighten people with your words. Speaking at an event allows you to establish yourself as an expert within your field of research, so make the most of your chance to network before and after your talk as well. Here are a few topics that you can discuss:

- The subject of your book and what strides you made in the subject
- How to get started in writing a book
- Ways to get published
- Tips on how to promote your books
- What the main developments are that you're seeing in your area of expertise



Participate on panels

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If you think public speaking by yourself is not the best approach, participating in a panel might be the better route to go. You will be seated on stage in a group with other authors and asked questions. Talking with other authors on stage helps you get exposure as well as learn about other fellow authors. Panels are a great place for others to learn about your book and for circulating your flyers and business cards.



Let your audience know you're attending ahead of time

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Once you have confirmation that you will be attending an event, make sure to post it on social media using the conference hashtag and reach out to your Author Marketing contact to share it on their publisher's social media feeds.



Go live on social media platforms while at the conference

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If you're able to go live on Facebook, Instagram, or live tweet while at the conference, it's a great way to get exposure and for your followers to be aware of what's going on and the schedule of the conference. Make sure to tag the university or conference you are at!



Print marketing collateral and business cards

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When going to a conference or seminar, remembering names isn't always easy. Make sure to have flyers for your books and your business cards to distribute amongst **conference attendees**. Make sure you let your marketing contact know in advance, so they can organise the required marketing materials to be sent to you within plenty of time.

Tips From Our Authors:

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“If you want to command a presence on stage then you have to calm your nerves beforehand. It’s the prep work you do before you take the stage that sets you up for success. Here are a few tips to help. First, clear your mind from the stress of the day and make sure you picture a happy audience, smiling when they greet you. Second, do some breathing exercises to slow down your heart rate and to help you relax. Third, you can stretch by raising your arms up high over your head. When you stretch, you relieve stress and anxiety, and you also improve your posture, which is another important part of commanding a presence.”

– *Deirdre Breakenridge,*
Author of Answers for Modern Communicators

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“I’ve found that being a published author opens up new networking and speaking opportunities. I’ve developed a couple of formats based on the ideas in my book.

One is a ‘fireside chat’. That’s basically a structured discussion. It requires the interviewer or facilitator to know the work (at least to have read the book!) and ideally to know the author. That tends to provide good chemistry and allows the conversation to flow organically. A short reading can be included in this format if appropriate.

The second format is a 20/25-min talk. This looks at the thesis behind the work, the research methodology, and key findings. It can be tweaked for different audiences, but the body of the material remains the same so it’s a good investment of time to prepare and practice that. My role of thumb is that you should invest one hour of preparation of every minute of the presentation. I don’t use any slides, so the key is to be able to keep the audience engaged with storytelling and to maintain momentum.

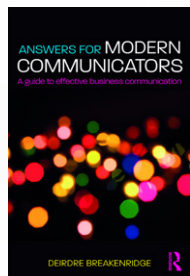
One thing to remember is that as the author you’re the expert. Keeping that in mind is a good way to overcome the nerves which are natural but need to be managed.”

– *Mark Hannant,*
Author of Midnight’s Grandchildren

Acknowledgements

We turned to our authors Deirdre Breakenridge and Mark Hannant on insight for helping authors promote themselves. We are grateful to these contributors for taking the time to be interviewed and sharing their knowledge with others.

Their books can be found here:



Answers for Modern Communicators

Deirdre Breakenridge

ISBN: 9780415303927

[Find out more >>](#)



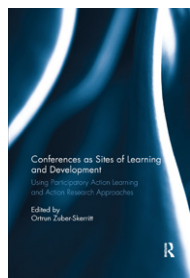
Midnight's Grandchildren

Mark Hannant

ISBN: 9781138314832

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References

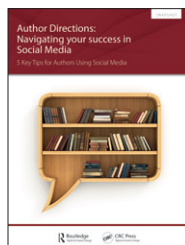


Conferences as Sites of Learning and Development

Ortrun Zuber-Skerritt

ISBN: 9780367330620

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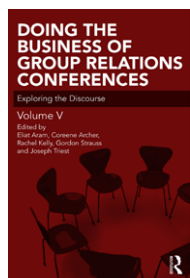


Navigating your success in Social Media

5 Key Tips for Authors Using Social Media

[Find out more >>](#)

Additional Resources



Doing the Business of Group Relations Conferences

Edited by Eliat Aram, Coreen Archer, Rachel Kelly, Gordon Strauss and Joseph Triest

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