

TOP TIPS

to run your best Book Fair ever!

1. Tell everyone

- Hand out the invitations** included in this Big Red Box to pupils to show some of the books that will be at the Fair.
- Put up the posters and arrows** around your school to advertise the times and location of the Fair.
- Spread the word** with announcements in assemblies, in the school newsletter and on the website.

2. Recruit volunteers

- Ask for help** – parents, pupils and colleagues can all sign up to help at the Fair.
- Run the Fair as a class project.** Which pupils will be in charge of the advertising, setting up, taking payment and organising activities?
- Invite other teachers to browse** the books before the Fair opens as they'll be able to help pupils find suitable titles.

3. Make it a special event

- Hold book talks,** author visits, parents' evenings and special events in the school to coincide with the Fair.
- Run a competition with books as prizes.** Register online before your Fair to get £25 worth of vouchers to use as prizes.
- Let pupils browse before they buy.** Organise time for each class to visit the Fair in school time before they buy.

4. Decorate

- Display popular titles** on top of the bookcases using the cardboard book stands.
- Put up a sample of each poster** from the poster box delivered with your Fair. You can keep a copy of each.
- Create book displays in high-traffic areas** such as the canteen or library with details about the Fair.

5. Pack up and pay

- Fill out your cash report form.** Go online and the calculations are all done for you! Visit bookfairs.scholastic.co.uk
- Let us know your thoughts.** If you have any ideas about how we can improve our service, please get in touch using the details below.

Contact us

Freephone **0800 212 281**

Email bookfairs@scholastic.co.uk

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