

BRISINGR

HOW TO HOST A SUCCESSFUL BRISINGR EVENT

Event Suggestions

Transform your store into the medieval land of Alagaësia

Wear Costumes!

- It's Halloween in September! Ask customers to come dressed in medieval costume or in their best interpretation of the main characters in *Eragon* and *Eldest*: Brom, Murtagh, Arya, or even Saphira!
- Encourage store staff to wear authentic medieval costume (your local costume shop or secondhand clothing store might be helpful here), capes, or dark clothing. Contact your local theater group for help with costumes.

Create Atmosphere!

- Welcome your guests and customers by playing the introduction and special message from Christopher Paolini and Gerard Doyle, included in this kit, on the store's speaker system or a portable stereo.
- The cover of *Brisingr* is black and the dragon featured on it is gold. Use black and gold as a theme in any decorations or props you may use around the store.
- Play traditional medieval music on store's speaker system or a portable stereo; some of Christopher Paolini's favorite music that might set the right mood is Alma Del Sur or any traditional music from the Andes.
- Play excerpts from the Inheritance cycle audio books over the store's speaker system or portable stereo.
- Dim the lights, use black lightbulbs, or purple cellophane over lightbulbs to achieve a dark and dramatic atmosphere.
- Velvet and candles evoke the feeling of medieval castles . . . use them for dramatic effect, but we don't suggest lighting the candles!

Serve Refreshments!

- Serve Dragon Egg Punch—the egg that hatched Saphira in *Eragon* is blue, the dragon egg in *Eldest* is red. Serve any type of nonalcoholic red or blue punch and label it "Dragon Egg Punch."

Offer entertainment

Organize Dramatic Readings!

- Invite a local drama group (from your community theater or a nearby junior high or high school) to do a dramatic reading or reenact a scene from *Eldest* or *Eragon*.
- Enlist enthusiastic members of your staff to perform a dramatic reading from *Eldest* or *Eragon*—be sure they wear their medieval costumes.
- Give Christopher's fans the opportunity to share their passion for the books of the Inheritance cycle with others—offer "open mic" time for fans to read a brief favorite passage or share a story about their experience reading *Eragon* or *Eldest*.

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Offer entertainment (continued)

Hold a Costume Contest!

- Since you've asked customers and staff to come to the event in costume, consider organizing a costume contest or medieval fashion show. Appoint one staff member "emcee" and "bestower of prizes." Ask interested customers and staff members to parade across the front of your event space. If you want to have a contest, use the old favorite "applause-o-meter" to determine the first, second, and third place winners. Consider offering small prizes such as bookmarks or coupons to the winners.

Hold a Trivia and Translation Contest!

- Using the trivia quiz and ancient language quiz included in this kit test fans' knowledge of the Inheritance cycle. Consider offering small prizes such as bookmarks or coupons to customers who answer questions correctly.

Hand Out Giveaways!

- Use the templates on this disc to create tattoo sheets and t-shirt iron-ons for attendees.
- Promote another popular fantasy series by distributing the Books of Ember bookmarks included in this kit.

Get the word out

As a bookseller you know that the key to a successful event is good promotion. We hope that the materials and suggestions we've provided will make promoting this event easier for you. And remember, the sooner you commit to having an event, the longer you'll have to promote it.

Local Media

- Notify your local media outlets about your event, particularly newspapers who will list it in the calendar section.

Store Newsletters and Calendars

- Be sure to list the event in your store's newsletters and calendars.

Flyers

- The flyer templates provided on this CD give you the opportunity to communicate news of your event to all the Inheritance cycle fans in your community. Fill in your store information and event details (date, time, location) and reproduce the flyer.
- Here are some tips for distributing the flyers:
 - Use the flyers as bag stuffers
 - Place them at check-out counters and information desks
 - Merchandise flyers on a table or counter next to your *Brisingsr* standee or Inheritance cycle book display
 - Give quantities of the flyers to contacts at local schools and libraries