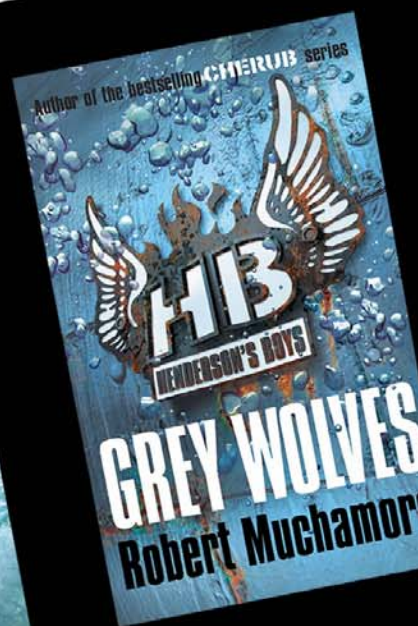
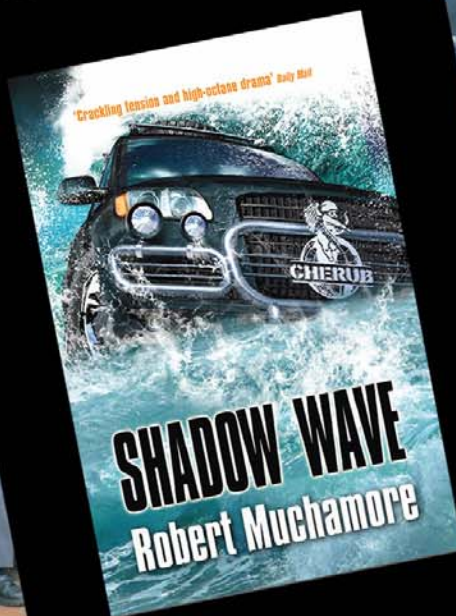


# 2010-11



## SCHOOL EVENTS GUIDE

# Robert Muchamore



Hello,

Thanks for your interest in one of my school talks!

The success of CHERUB and Henderson's Boys has made it hard to accommodate anything like the number of schools that would like me to visit.

The following pages give details on the type of events I do, but the way I work can be summed up as good news and bad news:

**Good News** - I don't charge a fee for school events, and my publisher usually covers travel expenses.

**Bad News** - In return for not charging, we only do events where school or library staff are willing to make a special effort, by organising a high quality venue with large numbers of pupils.

If you have any queries or questions that aren't answered below, don't hesitate to drop me or my publicist Sarah Bennett an e-mail. See page eight for contact details.

Yours,

*Robert Muchamore.*

## THE EVENT

### What does a Robert Muchamore event involve?

In a typical session Robert spends 25-30 minutes telling his audience how he became a writer, what inspired him to write for kids and why he wrote the CHERUB and Henderson's Boys series. After a short reading, Robert opens up for a question and answer session. The session ends with a book signing.

Robert usually deals with **10-13 year olds (Y6-8)** in venues such as theatres or school halls. He may consider dealing with a limited number of Y9 pupils, especially if they are fans. Robert will see Y5 pupils if you want him to, but do bear in mind that his books and events are more suited to older readers.

Minimum group size is **250 pupils per session**, but priority will be given to larger groups.

**Sessions usually last 60 and 90 minutes.** Larger groups may require more time for signing.

Robert usually does **one or two sessions per day**. If they are within reasonable distance, the events can take place in two different venues.

Robert does not run workshops, smaller sessions or make any variations on this standard event format.

### When is Robert available?

Robert usually tours to coincide with a release of his books and also in the period around World Book Day. He may do single events at other times for well established festivals, or for someone making a really exceptional pitch.

#### **2010-11 Publishing schedule (subject to change):**

CHERUB: Shadow Wave – Sept 2010  
 Henderson's Boys: Grey Wolves – Feb 2011  
 CHERUB: Shadow Wave paperback – May 2011  
 Untitled Project Volume One – Sept 2011

World Book Day usually takes place on the first Thursday in March.

# REQUIREMENTS

## General Requirements

Robert is based in North London and travels to events by public transport. Schools are expected to provide bottled water, lunch (if the visit spans a lunch break), and transportation to and from the nearest mainline station.

Robert is happy to speak to girls, boys or mixed audiences.

The schedule must respect value of Robert's time. If there are two sessions they have to be spaced reasonably close together. (*e.g. You can't have the first session at 9am and second at 3:30pm*)

Your venue *must* have a good quality PA system and microphone. Wireless headset or lapel microphones are preferred. If there is only a handheld microphone, a stand must be provided.

Robert doesn't need any other special equipment. However a small display of CHERUB books or posters on the stage where he talks is recommended as it provides a visual reference for the talk and gives a better sense of occasion.

## Supply of Books

The organisers must arrange a bookseller for Robert Muchamore events. If this is something you're not sure about we'd be happy to advise.

The most popular books at events are always the first books in series. IE – *The Escape and The Recruit* so please ensure that there is plenty of stock of these titles available.

## HOW TO PITCH FOR A VISIT

Anyone wanting Robert Muchamore to visit their school or library must begin by sending a pitch by e-mail to his publicist Sarah Bennett. It's also worth copying in Robert himself.

Please read the following guidelines before sending your pitch:

1. Have a read of this document. If you have any questions drop Robert Muchamore or Sarah Bennett an e-mail.
2. Send us rough outline of your proposed event including as many of the following details as reasonably possible:
  1. The event location and name of school(s) or library service organising the event.
  2. The nearest station and how long it will take us to get from there to the event.
  3. Type of school/library (public, private, boys, girls etc.).
  4. Type of pupils you'd like Robert to see (age, ability range, etc.).
  5. Number of pupils in each session.
  6. Venue details – capacity, seating type, microphone details etc.
  7. Bookseller arrangements.
  8. Number and length of sessions.
  9. A range of proposed dates. (Keep in mind the publishing months will raise your success rate)
  10. Contact phone number and details of any times when you are likely to be unavailable. School hours differ from the publisher's office hours so a personal email address/ phone number are useful if you are happy to be contacted in this way.
  11. The URL of your school/library website is also useful.
3. We'll usually confirm that your pitch has been received and give some indication as to whether it's suitable.
4. When it's time to organise a tour, we'll select the strongest pitches, request more information and begin setting up events. This will typically be 3-6 months before a tour is due to take place.

## WHAT WE'RE LOOKING FOR

The following things are more likely to make a pitch successful:

1. Location – Obviously you have no control over where you are, but inevitably it's easier for Robert to attend events near his home in North London than in the depths of the countryside. If you're more than 3 hours from London, your visit will only be possible if we can combine it with other opportunities to make a mini-tour.

*(Please note - Robert doesn't visit English Language schools in Europe, either on a free or fee-paying basis.)*

2. Flexibility – If you're flexible on dates there's a greater chance that we can fit you in. If you want Robert on a specific day or week, the chances are much smaller.

3. Scale – Robert's time is limited, so we prioritise larger venues so that he can talk to as many kids as possible. In particular, we like to focus on multi-school events where someone is making a special effort to bring together large numbers of age appropriate kids and will involve local press.

4. Track Record – If you've organised a successful event in the past, let us know.

5. Can you get the kids to the venue? - It can be tough bringing large numbers of pupils into one space. We'll need to see that you've thought through transportation plans and have local schools on board.

6. Being Contactable – If you don't leave your phone number or don't answer your e-mails for three weeks, we can't organise a visit.

7. Sticking to Criteria – If you want five sessions, author workshops or talks for year eleven kids we suggest sourcing an alternative author.

Finally, don't be intimidated. We're happy to make suggestions and answer your questions as long, as you've taken the time to read this document.

## EXAMPLES

### Recent school events include:

400 year 7 & 8 pupils in a Birmingham theatre (followed by an evening signing at a local bookstore).

2 school visits, seeing the whole of year 7 & 8 at two schools a few miles apart.

Opening a new library, along with a talk with 350 kids at a London school.

Flying to Inverness to do an event based in a school theatre, with groups brought in from many other local schools. This had to be combined with other Scottish events to make it viable.

An event at an in-school theatre in Hertfordshire, with pupils brought in from 16 nearby schools.



## CONTACT

For school/library and all other events contact Sarah Bennett:

[sarah.bennett@hachettechildrens.co.uk](mailto:sarah.bennett@hachettechildrens.co.uk)

020 7053 6653

If you have a direct query for Robert Muchamore:

[mail@cherubcampus.com](mailto:mail@cherubcampus.com)