Panel Presentation by the Townsend Public Library:
Stacy Schuttler (Library Director), Molly Benevides (Children’s Librarian), Allie Thiel (Teen Librarian) and Elise Johnson (Library Tech)
What Is Fanfest?
Our Library

- Population under 10,000
- Rural/suburban (1 hour west of Boston)
- Built 2009
- Staff of 11 (4 full time)
Here’s what we’re covering today

- A short history
- Planning
- Preparation & promotion
- The Big Day
- The aftermath
- Hints and tips
Humble Beginnings: Doctor Who Day 2013
Humble Beginnings: Star Wars Fan Fest 2015
Plannering

Brainstorming
Scheduling
Booking and
Budgeting
Scheduling: what to consider

Picking a date and time

- Staff vacations
- Conflicting community events
- When performers/presenters/artists are available
Brainstorming: Themes & Fandoms

- Scooby-Doo
- Avengers
- Spongebob
- Wrinkle in Time
- WWE
- Incredibles
- Stranger Things
- Retro Video Games
- Star Wars
Brainstorming: Activities

Can I do...

Crafts?
Games?
Trivia?
Brainstorming: Prizes

Can I do...

Small prizes?

BIG prizes?

Either way: People love free stuff!
Booking & Budgeting

How much do you really need to spend?

Finding funding solutions
When to call in the Professionals:
Professional Cosplayers & more:

- “Mink the Satyr”
- Video Game Truck
- Balloon Artist
- Art teachers
- Face Painters
Artist’s Alley:

Build support for local artists & authors

How can we include them?
Booking & Budgeting: Volunteers
Booking & Budgeting: Local Partners

What’s in your neighborhood?

Comic Book Stores
Gaming Stores and Groups
Independent Bookstores
Recreation Department
Fan Tables
Cosplay Contest
Prizes
Getting the Word Out
Making Props, Activities & Games

- Supplies
- Time
- Instructions/rules for person running table, practicing and revising
- Figuring out tickets or small prizes for games
- Photobooth props are a fun extra at any table
- Easy crafts
Cosplay Contest

How we do it:

- Rules
- Photos
- Judges
- Parade
- Winners
Prizes

“Raffle” Prizes
- Tickets
- Raffle boxes
- Central location

Door Prizes
- Scratch off tickets

Picking winners and awarding prizes
Promoting the Event

- Social Media
- Posters
- Word of Mouth
- Signage
Mapping the Event

Where and When?
- Directional Signage
- Maps & Event Times

Info desk
- Find your She-3PO

Printed programs
Setting it all up (and breaking it down)

**Estimate time** needed to set up (then double it)

**Prepare** when library is closed

**Pack up** Fan Tables by theme
Review and Improve
Hints and Tips

Keep notes!
Post-event debriefing
Expansion Ideas:
- Panel Talks
- Musicians
- Celebrities...
Resources!

Helpful Blogs

- How to Throw a Comic Con at Your Library
- Cincinnati Public Library
- Boise Public Library

Contact Us!

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Presenters & Performers

- Rolling video game truck
- Rhodes Island Computer Museum
- Mink the Satyr
- Balloon Artist
- That’s Entertainment
- Jurassic Park Vehicles
Questions?

Thank You!