



The BookFest®

We're Tearing It Up In 2024

www.TheBookFest.com



About The BookFest



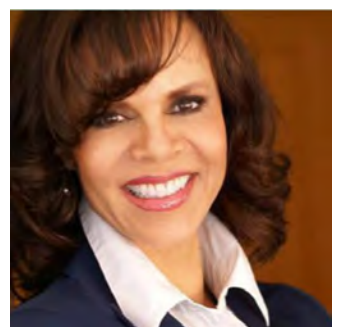
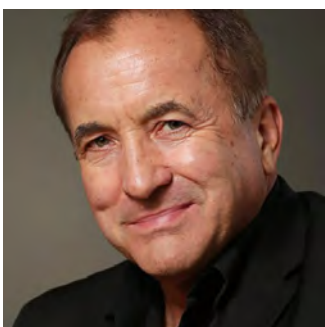
The BookFest® is a biannual bookish adventure for readers and writers reaching millions worldwide.

Born in the era of social distancing, The BookFest established its legacy as the free livestream for the literary communities. Today, it happens twice a year, in spring and fall. Authors, celebrities, literary agents, and publishing industry experts speak in Conversations, Panel Discussions, Keynotes, Segments, and in Live Author Chats.

The BookFest® website provides content and resources for both readers and writers. The Videos are recorded and curated on the website and on the Books That Make You YouTube Channel so programming can be enjoyed after each livestream event.



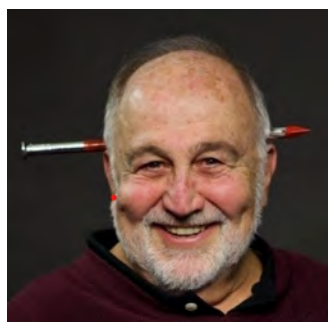
Participants have included: **Mitch Albom, Angela Bole, Kevin J. Anderson, Mark Coker, Dave Chesson, Whitney Davis, Bob Diforio, Jack Grapes, Cheryl Willis Hudson and Wade Hudson, Lisa Diane Kastner, Sarah Kendzior, Tosca Lee, Jonathan Maberry, Lisa Morton, Karla Olson, Useni Perkins, Deborah M. Pratt, Connie Schultz, Danny Trejo, James Rollins, Andy Ross, Dr. Michael Shermer, Mark Kennedy Shriver, Dennis E. Taylor, Helene Wecker, Dr. Chanda Prescod-Weinstein**, among many others.



The BookFest Promotional Activity



- **Press releases** — at least two press releases promoting the event distributed by wire service results in an average of **2,000+ pick-ups**, and email distribution to list of **7000+**
- **Traditional media coverage** — past coverage has included *LA Weekly*, *Top Shelf Magazine*, *The Authors Porch Magazine*, and many other outlets
- **New Yorks Times Square Nasdaq Board** — video salute to select BookFest Award winners with logo placement availability — **330,000 people** pass through Times Square daily
- **Special BookFest Issue** of *Relatable Voice Magazine* which features articles written by BookFest authors and news regarding each BookFest
- **Listicle Articles** advertised on websites with **one million+ impressions**, including: Oprah.com, Publisher's Clearing House, CNN, MSN, Fox, Mashable, and others
- **Social media** — Facebook/Instagram, Twitter/X, TikTok, YouTube, and LinkedIn pages, groups and profiles with **earned and paid reach over 700,000+**
- **Email marketing** — BookFest list is approximately **10,500+ people** interested in books, writing, and the literary industry
- **Virtual Gift Bag** — a coveted perk of being a BookFester as it includes exclusive downloads and digital offers sent after each event with **open rate of 43.7%**
- **Online advertising** — Google, Hulu, YouTube and social media advertising that typically reaches **millions of impressions**
- **Viral marketing and sharing** — graphics are provided for participants, and everyone is encouraged to share on their social media platforms, in their newsletters, and with their community
- **YouTube content curation** — each BookFest has a playlist and videos continually being viewed long after the event — there are over **420,000 channel views**





The BookFest Bellwethers

The BookFest Bellwethers are a cadre of elite BookFesters which are part advisory panel, part patrons, and part influencers who help shape The BookFest through their literary expertise and background. The BookFest Bellwethers also assist in judging The BookFest Awards and participate as speakers, moderators, and spokespeople.

The BookFest Bellwethers include:

- Cody Blocker, Ghost Writing Summit
- Brian Bosch, Black Château Enterprises and Invouq
- Dave Duffy, Black Château Enterprises
- Desireé Duffy, Black Château Enterprises
- Beth Freely, The Muses Funhouse
- Hannah Jacobson, Book Award Pro
- Deborah Kobylt, Deborah Kobylt Live
- CJ Ives Lopez, The Authors Porch
- KJ Matthews, Journalist and Contributor BBC
- Lucia Matuonto, Relatable Media
- Chelsea McKenna, Author and Editor
- Mickey Mikkelsen, Creative Edge Media
- donalee Moulton, Author and Journalist
- Stephanie Rabell, Book and Wine Lovers Marketing
- Parchelle Tashi, The Authors Leverage
- Flo Selfman, Words à la Mode
- Bree Swider, Books That Make You
- Amy Wolf, Author





The BookFest By the Numbers

BookFest Spring and Fall 2023 KPIs

The BookFest Spring and Fall 2023 reached millions worldwide. People followed, engaged, and viewed news, information and content through social media, email marketing, the BookFest website and traditional media promotions. Here are some insights gathered from the owned and paid media channels. [Click here](#) for the full 80-page BookFest Fall 2023 Report.

1.3 million

BookFest article
impressions

743,967

Social Media reach
including earned and
paid media

179,000

Website
sessions

18,000

YouTube views (and
climbing) for this
BookFest

10,579

Email addresses for
BookFest News and
VIP Gift Bag

29,000

Website
Users

**3.1
million**

Press release
views

399,900

YouTube BTMY
channel views
since BookFest
inception

1,097,095

Facebook
ads impressions

6,309

Press release
pick-ups

The BookFest Media and Press

Highlights through the Seasons



LA WEEKLY

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STREAMING EVENT PICK: DANNY TREJO READS *GOODNIGHT MOON* AT L.A. BOOKFEST

LINA LECABO • MAY 8, 2020

The LA BookFest brings together readers and writers for a day of chats, author readings, book giveaways and even an afterparty with Danny Trejo, who will do a reading of the children's classic *Goodnight Moon* like only he can. The event will offer a keynote speech by *Billions* author MJ Ayuk, conversations with Mitch Albom and Raye Mitchell Elk, and panels covering topics including "Integrity in Journalism in the Age of COVID-19, Fake News and Partisan Politics," "The Allure of the Memoir: Telling the Human Story," and "The World is Getting Closer: How Digital Media is Changing Society." Other participants include Pulitzer prize winner Connie Schultz (Creators Syndicate) conducting a conversation with Sarah Kendzior, author of *Hiding in Plain Sight: The Invention of Donald Trump and the Erosion of America*; Sara Winkler, author of *Double Blind: The Icelandic Manuscript Murders* mixing "Midnight Sun" cocktails; Dacey Villareal, founder of Art Brut 27, sharing a painting session; and musicians Kiera Lyons and Brandy Cross performing. Trejo, best known for his acting career and more recently his restaurant chain, is also featuring his first cookbook: *Trejo's Tacos: Recipes and Stories from LA* during the online event. (Read more about Trejo from our 2011 LA People issue [here](#)). Click link below Sat, May 8, beginning at 10 a.m. Event runs all day. Trejo's reading takes place at 8:45 p.m.

weedmaps
Oh nowww Mom wants some
Help her find weed online

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MIDNIGHT RAMBLINGS: REMEMBERING LEN FAGAN AND THE LEGENDARY COCONUT



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The BookFest Spring 2022 Announces Official Schedule Featuring Dave Chesson, Joel Eisenberg, and More

By Denise Pineda May 22, 2022

The BookFest returns for a 5th biennial online adventure April 29th and 30th with an array of authors, literary experts, and speakers. The wonders of the universe are a theme during a conversation about UFOs with renowned sci-fi author Michael Shechter and science fiction entertainment expert Paul Finkel, and during Dennis D. Taylor's conversation about the *Assassination of Dr. Martin Luther King Jr.* and the *Civil Rights* movement, plus the first BookFest Awards winners will be announced.

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The BookFest® Gears Up for Fall Livestream Event with Support of Plottr, RV Magazine, and other Literary Leaders

THE BOOKFEST® FALL 2022

THE BOOKFEST® FALL 2022 Livestream Event will be held on October 28th and 29th. The event will feature a keynote speech by author MJ Ayuk, conversations with Mitch Albom and Raye Mitchell Elk, and panels covering topics including "Integrity in Journalism in the Age of COVID-19, Fake News and Partisan Politics," "The Allure of the Memoir: Telling the Human Story," and "The World is Getting Closer: How Digital Media is Changing Society." Other participants include Pulitzer prize winner Connie Schultz (Creators Syndicate) conducting a conversation with Sarah Kendzior, author of *Hiding in Plain Sight: The Invention of Donald Trump and the Erosion of America*; Sara Winkler, author of *Double Blind: The Icelandic Manuscript Murders* mixing "Midnight Sun" cocktails; Dacey Villareal, founder of Art Brut 27, sharing a painting session; and musicians Kiera Lyons and Brandy Cross performing. Trejo, best known for his acting career and more recently his restaurant chain, is also featuring his first cookbook: *Trejo's Tacos: Recipes and Stories from LA* during the online event. (Read more about Trejo from our 2011 LA People issue [here](#)). Click link below Sat, May 8, beginning at 10 a.m. Event runs all day. Trejo's reading takes place at 8:45 p.m.

An illustration of a book festival scene. In the center, a large blue book stands upright with the text "THE BOOKFEST®" on its cover. To its right is a tall, thick red book. Several people are interacting with the books: a man in a purple shirt sits on top of the blue book; a woman in a black dress sits on top of the red book; a man in a grey suit and a woman in a blue shirt stand to the left of the blue book; a woman in a yellow shirt sits on the base of the blue book; a man in a white shirt sits on the base of the red book; a woman in a pink shirt sits on the ground in front of the blue book; and a woman in a pink dress sits on the ground to the right of the red book. The scene is set on a green lawn under a light blue sky with a white cloud. The entire illustration is framed by a white border.

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A SERVICE FOR GLOBAL PROFIT & SOCIAL • Tuesday, November 7, 2023 • 686,771,888 Articles • 2+ Million Readers

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 Press Release | All News Topics | Lifestyle News Topics | By Country | By State | Press Releases by
 Subject Category | All Lifestyle Press Releases

The BookFest Fall 2023 Announces Official Schedule for Two-Day Virtual Literary Adventure



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THE BOOKFEST®

The BookFest:
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Holly Margt Will Find Peace for Her Book
(Winning 1st at The BookFest Fall 2023)

Jorge Bojars A Holiday Tradition for Business
*(Participating Party Since October-2015 open-to
 Income Wellness Association)*

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The BookFest Fall 2023



No gossip

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LA Book Fest: Danny Trejo & More Join Schedule

By Tilly Roberts | May 5 2024 9:42 p.m.
Filed on F11
[Photo Credits, Photo](#)

LA BookFest lineup expands with several additions to this online event.



Designed to bring together booklovers who can't gather physically at festivals and conventions that usually happen this time of year, LA BookFest includes an opening keynote speech, panel discussions, conversations, live "Ask an Author" Q&As, author readings, book giveaways, and an After Party featuring musical guests and festivities. To close out the night, Danny Trejo will read the children's classic Goodnight Moon.

Trejo, an actor, activist and restaurateur, will also have his first cookbook, Trejo's Tacos: Recipes and Stories from LA featured at the LA BookFest. In it, Hollywood's haddad good guy shares 75 recipes that make Trejo's Tacos the Los Angeles go-to for award-winning tacos, donuts, and more.

The BookFest Is an Award-Winner

Awards and Recognitions



With much support from our community of BookFesters, The BookFest has become an award-winner with recognitions from the w3 awards, the Muse Creative Awards and it was a nominee in The 25th Annual Webby Awards. [For more information, visit The BookFest Press Room.](#)



The BookFest Is a Nominee for the 25th Annual Webby Awards

Out of over 13,500 entries, The BookFest was one of five nominees for the Internet's top honor in the category of the Best Event Websites and Mobile Sites.



The BookFest Wins Gold at 2020 MUSE Creative Awards

With submissions numbering 4618 entries, submitted from more than 57 countries, Los Angeles-based marketing and public relations firm, Black Château, scores a Gold MUSE Award for The BookFest.



Black Château Wins w3 Award for The BookFest Website Design

The BookFest honored in the 15th Annual w3 Awards with a Silver Award for the Design of The BookFest website.

The BookFest Awards

Recognizing Excellence with The BookFest Awards

The BookFest recognizes outstanding books and authors who demonstrate excellence within the reading and writing community. The BookFest Awards are vetted, reviewed, and judged by a team included The BookFest Bellwethers. Select submissions are invited to appear in the coveted Salute to The BookFest Award Winners in Times Square.

The Honorary Achievement Award is bestowed to an industry icon. Past recipients include: **Irwin Zucker, Flo Selfman, Cheryl and Wade Hudson.**



The BookFest Bellwethers &

We bring together authors, firms,
thought-leaders, journalists,
publishing professionals, and
creatives from around the world.

The BookFest is compared to the story of Stone Soup. Everyone contributes in a unique way, making it something truly communal and special. What ingredient would you like to add?

Present and past BookFest Corporate Bellwethers, supporters and sponsors have included:



The BookFest is produced by Black Château and presented by Books That Make You.
Desireé Duffy is the founder of all three brands.



For more information:

www.BlackChateauEnterprises.com

www.BooksThatMakeYou.com

www.TheBookFest.com

“What really knocks me out is a book that, when you're all done reading it, you wish the author that wrote it was a terrific friend of yours and you could call him up on the phone whenever you felt like it. That doesn't happen much, though.”

— J.D. Salinger, *The Catcher in the Rye*



**Please join us for this online
bookish adventure™**

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