



Named one of the best children's books of 2009 by TIME and Publishers Weekly

School appearances

My goal is to help you get kids excited about books and reading and, of course, to let everyone have some fun along the way. My presentations are visual and kid-friendly, with lots of drawings and images from my books. I like to reach as many kids as possible, so please fill the day with as many activities as time allows.

Most of my programs are for grade school kids, but I also have presentations for high school students and adult groups.

Any presentation can be modified to fit your needs.

Programs

How is a book created? 30-40 minute presentation / grades 1-8

The question I hear from readers most often is "How did you get started as an author?" In this presentation, I tell the story of how I wrote my first book (by accident!), how I come up with ideas for books, and how I create sketches and final illustrations. It includes an overview of three books. I finish up by doing a drawing for the kids (with their input, which they LOVE), and some Q & A.

Let's create a book! 60-90 minute workshop / grades 2-7

This is a fun art and writing workshop where each child creates a book of their own. I present a quick overview of how I create books, and give the kids some starting points for their story. Then I help the kids as they create their own books.

Kids get a lot out of this workshop, but please note that it requires tables or desks, art supplies and more time than the usual class period.

How to make a living by making stuff up 30-40 minute presentation / grades 8 and up

I've been very fortunate to make a living with my creativity for over 25 years. I like to share my story with young people to demonstrate that creativity is not just a novelty, but has real value in the professional world. Perfect for middle and high school kids.

Miscellaneous activities Special activities to fill the day, grades 3 and up

- Small group discussion, critique or lunch with gifted writers and artists
- Art class participation. I take part in the regular lesson and chime-in with observations.
- Storytelling mini-workshop. A condensed version of the Let's Create a Book workshop.

"Tom has the qualities you want in a speaker for children: funny, engaging, energetic, memorable, and certainly motivating."

Esmé Raji Codell
Author & Certified Readologist



Planning an event

INITIAL INQUIRIES

After reviewing my programs and the details about appearances, contact me at tlichtenheld@ameritech.net. Include as much information as possible:

- Your name
- Name of venue (school, library, etc.)
- Sponsor (if different than venue)
- Type of program you're interested in
- Time required
- Date preferred
- Special requests
- Your contact information

I will respond within 3 working days.

HONORARIUMS AND SCHEDULING

Contact me at tlichtenheld@ameritech.net

IN ADVANCE OF AN APPEARANCE

Contracts

Unless you have a contract that needs to be used, I have a standardized contract that spells out all the details. Once the particulars are worked out, we put them in the contract and it's signed by both parties. Then we're in business!

Honorarium

Please contact me for honorarium information.

Out-of-pocket expenses

Sponsors are generally not responsible for travel expenses when appearances are in the greater Chicago area, unless there are unusual circumstances. For further distances, I ask the sponsor to pay reasonable out-of-pocket expenses, including but not limited to mileage/airfare, lodging and meals. Receipts will be presented for reimbursement.

To save costs, I encourage you to partner with other schools or libraries in your area to organize multiple appearances. That way, you can collectively cover the honorarium or travel expenses. If I'll be appearing at more than one location, I might need transportation between venues.

The audience

It's hard to effectively connect with a group of disparate grades, so please try to limit the range to three grades. Please confirm the age ranges of the audience, and the size of each group in advance.

Getting the kids (and parents) excited

Please read my books to the children so they'll be prepared for the event. I will send a packet of materials to help you promote the event. The packet includes author information, book cover images, a press release, activity guides, and a bookmark customized for your school. The activity guides are written by teaching professionals, so they're fun AND educational.



Tom's appearances are fun, cleverly disguised as an educational activity!

Equipment

For group presentations, I will need:

- LCD projector and screen
- Floor-standing easel with an 18 x 24 pad of paper.
- Tall stool and small table
- For larger groups, a microphone (wireless is preferable)

If we're doing a book workshop I will provide a complete supply list. This will be worked out in advance, specified in the contract, and confirmed prior to my appearance.

Book Sales

Some sponsors like to offer book sales and signings. I do not personally sell books, but I'm always happy to sign books.

To order my books for you to sell, contact your local book seller or, in Illinois, contact:

- Anderson's Bookshops, Barb Fessler (630) 355-2665 / barb@anderbook.com
(books are discounted, and can be picked up at their warehouse or shipped to you).

To schedule a book fair that will feature my books and also include many other titles, contact:

- Anderson's Book Fair Company, Tami Smith (630) 820-0044 / tami@anderbook.com
- Books on Parade, Paula Pettersen (815) 282-1510

Outside of Illinois, contact your local book seller for referrals in your area.

THE DAY OF AN APPEARANCE

Classroom etiquette

Is that an oxymoron? Surprisingly, not. I've found most classrooms have a set of rules and a way for the teacher to remind the kids when the rules need be observed. Please let me know in advance what the rules are and how I can be consistent with them.

Photos

I might bring a camera and ask a teacher or other adult to snap some pictures of me while I'm presenting. These photos would be used on my web site or promotional materials. Please let me know if you'd rather not have pictures taken in your school.

Lunch Hour

If an event goes over the noon hour, lunch would be appreciated. I enjoy breaking bread with the staff.

Book signings

Please provide sticky-pads for people to write the name of the person they want their book(s) signed to. This expedites the process, ensures correct spelling, and allows me to spend a moment chatting with the book buyer instead of just making sure I get their name right.

Payment of honorarium

Payment is usually made at the end of an event. Let me know if you'd like to make other arrangements.

Feedback

Comments and criticism help me improve my presentations. I will hand out feedback forms before a presentation, which can be filled out and returned to me either before I leave or by fax.

**Thank you for
considering me
for your event!**

