

# 2014

# SATURDAY OCTOBER 4

# 24 HOUR COMICS DAY

## Running Your Event

### Before starting the event:

- Make sure each participant signs the release form provided by ComicsPRO in order to help protect your venue.
- If participants want to submit their completed 24-Hour Comics to the main 24-Hour Comics Day collection, make sure they get a cover letter to send in with the copy of their comic. Send copies only. You can offer to make the copies of the artwork and send them in, or allow each participant to send in their own.
- Collect all sign-up sheets, release forms and cover letters ahead of time.
- Create an attendance and emergency contact list. Make sure that you keep a list of everyone who attends your event and collect contact information for someone **outside the event** who can be contacted in case of an emergency.
- Take a few minutes just prior to starting to go over the ground rules of the event. Make sure that everyone knows the goals and how to accomplish them. Since they are going to be at your store or school when you normally wouldn't be open, make sure they know about any other exits, fire extinguishers and other safety information. Set the ground rules now about where they can eat or drink and where it is permissible to smoke outside.
- Encourage your participants to bring their own sources of music and headphones. You may wish to have music playing as well, but keep it soft. Tastes will vary among your participants.

### During your event:

- Be sure to document your event as you go. Take photos, send out e-mail updates, and post to your own blog, Twitter feed (don't forget the hashtag! -- #24HCD), and other social network pages. Create podcasts from your event. Venues are also welcome to post updates, pictures and videos to the main 24HCD blog at <http://24hcd.blogspot.com>
- E-mail ComicsPRO with the number of participants at your event! Send it to [24hcd@comicspro.org](mailto:24hcd@comicspro.org)
- If you plan to make copies to send to the national 24HCD Collection, consider photocopying artists' work as the day goes on.
- Announce mealtimes/opportunities for food, but allow people to eat when they are ready. Take pictures of people enjoying donated food and beverages. Your sponsors will appreciate it!
- Take out the trash, or have someone in charge of making sure it doesn't get too full.
- If you are collecting the comics (to send in to the 24HCD collection or for other post-event use), designate a central location for finished work.

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## After your event:

- Send out a final Twitter tweet or social network post congratulating anyone who completed the challenge and thanking your participants.
- If you plan to send in the copies of the 24-Hour comics, remember to collect and safely store all of the original artwork so that you can return it to the artists.
- Send copies only to the Billy Ireland Cartoon Library & Museum, and make sure you have a cover letter to accompany each comic.
- Keep all original artwork safe and available for the artists to pick up.
- Follow up with your local press. Don't forget to thank your sponsors in your post-event press releases!
- Let your customers know what has taken place. Post pictures of the event around your store and on your website. Be sure to write an exciting account for your newsletter and website.
- You should also follow up with your sponsors and let them know that you appreciate their help. Include pictures showing your customers enjoying their donations. Make sure that they are aware of the impact that they had on the success of the event and by doing so, lay the groundwork for their participation in the future.

## Preparing for next year:

- You've just finished your event. Things are fresh in your mind. Make notes on what worked and what didn't. If you have suggestions for other venues about making the 24-Hour Comics Day events more successful, send them to ComicsPRO! We'll include them in next year's packet.
- 24-Hour Comic Book Day has a history of success in the industry. With your help, it will continue to encourage new and professional creators. It will provide your customers with a greater appreciation of what it takes to produce a comic book. And with your support, 24-Hour Comics Day will continue to be a fun and successful worldwide comic book event!