



great group experiences
powerful results

Book Launch *Engage your readers!*

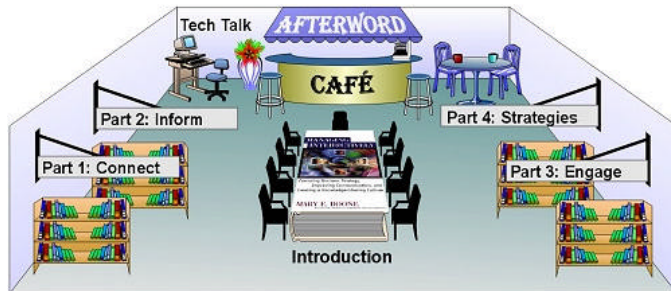
Make the Internet the first stop on your book tour! An online **Book Launch** will increase visibility of your book, while allowing you to engage your readers in conversation around your topic of expertise. A variety of online tools can be used to tailor the environment and create an experience that you, your publisher, and your readers will benefit from.

Over a one or two week time period, visitors from around the world can learn more about your book, purchase copies online, ask you questions and raise issues, provide you with feedback and follow-up ideas, and help to spread the word about your book.

Some feature may include:

- **Multi Media:** Stream an audio or video presentation of you talking about the book.
- **Real-time Events:** In addition to the web-based discussions, schedule a live presentation, discussion, chat or conference call to engage your readers.
- **Guest Speakers:** Share the spotlight with guests from your field or people you interviewed for your book.

- **Roundtable panels:** Gather a group to be an online panel to get the discussions moving.
- **Surveys and Polls:** Find out what your readers think! You can ask them questions about your book or start your research for the sequel!



- **Games and Fun:** Add in games and other fun elements to further engage your visitors. Examples could include a quiz with information from the book with a prize for the most correct answers, cross word puzzles, riddles and more.
- **Book Sales:** Set up an online bookstore (through Amazon or BN.com) and sell your book and others to visitors.
- **Networking Café:** Create an informal discussion space where you can learn more about your readers and they can network with one another.
- **Spread the Word:** Visitors can send emails or virtual postcards to friends and colleagues inviting them to join the discussion and to purchase your book.
- **Custom Features:** We will work with you to create other interactive features that match the themes and topics of your book.

Group Jazz supports the work of groups, whether they meet face-to-face, online, or both. Bringing together the best tools, technologies, media, and PEOPLE to produce great group experiences with powerful results. **Group Jazz** is a pioneer in the human and social aspects of online communities. Using a production process that includes social, management, and technical aspects, **Group Jazz** creates events that are both engaging and valuable for participants.

Contact Peter Ladd at 202.686.4848 or pladd@groupjazz.com to find out how Group Jazz can help your organization.

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