



## About Event

- ▶ We are excited to introduce the Book Turner Gala Event, an extraordinary celebration of literature featuring **India's celebrated author and columnist, Chetan Bhagat, as the Chief Guest**. This exclusive event will bring together avid readers, literary enthusiasts, and industry leaders to mark the grand launch of your book. Guests will enjoy insightful discussions, networking opportunities, and a chance to engage with Bhagat himself. The evening promises a memorable ambiance, elegant decor, and a platform that celebrates storytelling and literary achievements. Join us for an unforgettable night that brings books and ideas to life!
- ▶ **Date:** 26<sup>th</sup> April 2025
- ▶ **Place :** Mumbai

# Why Writing a Book is Essential for Branding:

- ▶ **Credibility & Expertise:** Being a published author positions you as an expert in your field, gaining the trust of your audience.
- ▶ **Increased Visibility:** Your book will attract new audiences and raise your profile, opening doors to media coverage, speaking engagements, and more.
- ▶ **Marketing Tool:** Your book can be used as a business card that opens conversations, creates leads, and connects with potential clients.
- ▶ **Passive Income:** Besides enhancing your brand, your book can generate long-term, passive income through continuous sales.

# Chief Guest

## Chetan Bhagat

- ▶ **Special Guest: Chetan Bhagat, acclaimed Indian author and columnist,** will grace the event, adding significant credibility and appeal.
- ▶ **On-Stage Interaction:** A chance for you to **engage with Mr. Chetan Bhagat,** sharing insights into your book's themes and journey.



# Glimpse of Past Event





# Deliverables:

# Extensive Media Coverage



**Event Coverage on News Channel:** Event Coverage will be covered in **NEWS X**, ensuring that a broad audience is reached.



**Event Coverage on ANI & 100+ Portals:** Coverage will be published on the **ANI network** and syndicated across over **100 online portals** to provide widespread exposure and online visibility.



**Media Interview:** A media interview segment will give you the opportunity to discuss your book, motivations, and experiences, helping to build a personal connection with your audience.

# Extensive Media Coverage



**Magazine Coverage:** A feature **article in *Inspiring Leaders E-Magazine***, enhancing your credibility and positioning you alongside thought leaders.



**Usage of Photos & Videos:** Rights to use **professional HD photos and videos from the event** across your website and social media channels.



**Standee Display at Event:** A personalized **standee at the venue to ensure brand visibility** and to provide a professional touch to the event décor.



# Extensive Media Coverage



**Professional Photography and Videography:** Capture every key *moment of the launch in high definition, with photos and videos* provided post-event for promotional use and lasting memories.



An ***engaging Lunch and networking session*** following the main event, offering valuable time for conversations and connections.



A ***table for you & your Family***, offering an exclusive area for discussions and a premium event experience.

## Additional Benefits



**Networking Opportunities:** A unique chance to connect with influential industry personalities, media representatives, and other authors.



**Social Media Boost:** With rights to event photos and videos, you can engage your social media followers and extend the event's impact well beyond the launch day.



**Post-Event Support:** Guidance on how best to leverage the media coverage and video materials for ongoing promotion.

## Process:

### Publishing & Printing

- Dedicated Project Manager
- Guided Publishing
- Daily Project Update
- 80 GSM Natural Shade/ Offwhite or White Paper
- 300 GSM Cover
- Glossy/ Matte Lamination
- 100 Free Author Copies
- Additional Copies at Printing Cost
- Author Dashboard
- Monthly Sales Reports
- Monthly Royalty Payments
- Post Publishing Support
- 100 Pages Book (Rs 1000 per extra pages)

### Editing, Designing & Copyrights

- Basic Editing and Proof reading upto 20,000 Words
- Interior Page Designing
- Cover Designing (Advanced with Basic Customization)
- ISBN Allotment
- Bar Code Assignment

### Distribution (Print & eBook)

- Indian Online Print Distribution (Amazon, Flipkart)
- International Print Distribution (Amazon.com)
- eBook Conversion
- eBook Distribution (Kindle, Kobo, Instoma)
- Goodreads Page Setup



## How We Help:

- ▶ We guide you through the entire process from writing, editing, and designing your book to launching in the market.
- ▶ Our team ensures that your book becomes a key part of your personal branding strategy, ensuring maximum visibility and credibility.

## Get Started Today:

- ▶ Reach out to us at [www.timesapplaud.com](http://www.timesapplaud.com) and begin your journey to becoming a bestselling author and building your brand!