



Author Events Requests

This document describes how you can use Edelweiss to make requests for author events at your store or venue. If you have any questions about using the system or what you read below, please contact Support at 734 996 2730 x1 or support@abovethetreeline.com.

Getting Started

Already have a login for Edelweiss?

If you already have a log in, log in to Edelweiss with your usual login at <http://www.edelweiss.abovethetreeline.com> (or if you are typing, a shortcut is just “edel.bz”). Remember that your user name is your email address. If you don’t remember your password, click on the **Forgot Password** link.

Don’t have an Edelweiss login?

If you have never used Edelweiss before, but were asked to make event requests via Edelweiss, please register for a free Edelweiss account. Go to <http://www.edelweiss.abovethetreeline.com> and click on **Register** in the upper right.

Not sure if you have an Edelweiss login?

Go to <http://edel.bz> and click ‘forgot password’ in the login box. You should shortly receive an email with your login details if you already have an account. If you don’t get an email, follow the instructions above to register for Edelweiss.

In any case, if you have any questions about your account, or have any trouble logging in, please email us at support@abovethetreeline.com.

Reviewing the Grids

Once you have logged in, select the **Publicity** tab at the top of the page. Within Publicity, select **Events Grids**



Here you will see any event grid that is current, and has been 'shared' with your account. If there are no grids listed here, it means that the publishers have not yet shared any grids with you.

Can't see an event grid?

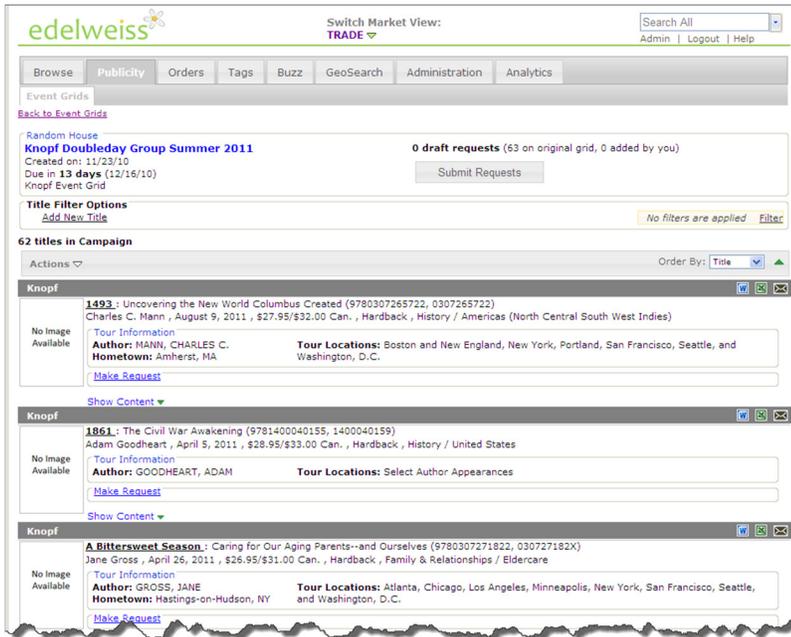
If you've received an email from a publisher letting you know that an author tour grid is available for review, **but you don't see it**, please contact your sales rep for that publisher, and ask them to grant you access to their events grids.

If you don't have a sales rep, contact the sender of the email who should be able to arrange access.

The basic idea here is that you pick a grid and review the author tour details for each title. For any one that you would like submit an event request for, add your own comments along the lines of why this particular author would be a draw at your store and how you would support the event. When you have made your requests for a given grid, submit the whole list at once. You can work on the grids as it is convenient for you, and your work will be saved between your sessions.

Notice that each grid shows the due date for submissions. It also will convert that to a number of days and that number will stand out in red when there are only a couple of days left. On the right you can see how many titles are in each grid. Also, as you work on the grids, this area will show you how many requests you have in a draft (un-submitted state) for each grid.

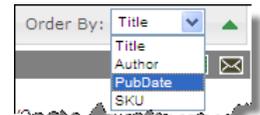
To review a grid, click on its name.



To see the title summary, marketing information, and any other available information about the book, click on **Show Content**. Please note that because some of these titles are not yet in catalogs within Edelweiss, there might not be the full amount of information for them.

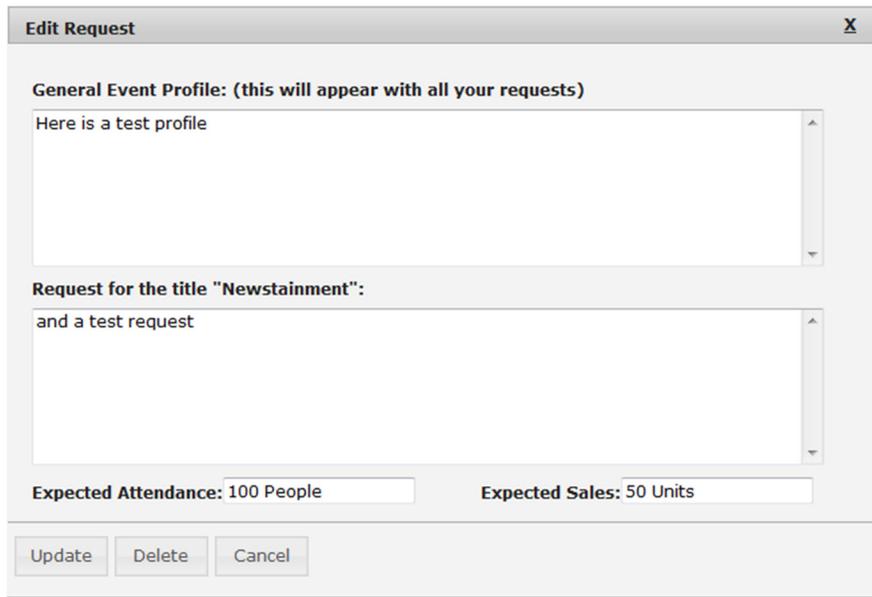
Tips for Getting the Most out of the Grids

- Sort by **Pub Date** instead of by Title. Click on the green arrow to switch directions:
- Use the web browser 'find' function to search for a city or region you're interested in (i.e. search for Chicago to see all of the Chicago listings)—just keep in mind that some listings don't specify a city, or they specify a region instead.
- If you have a sales rep, they can also mark up the titles with their notes, tags and comp titles, which you can then see within the **Events Grids**.
- You can also add tags to organize titles within the events grids. Some users like to tag all the titles that they made requests for, so that they can later see those titles grouped together on the **Tags** page.



Making Requests

To make a request for an author event, click on **Make Request**. A box like this will pop up.



General Event Profile: Here you should fill out general information about your store’s approach to author event grids. Such as the number of people you can accommodate, the kinds of marketing you do as standard, and any other relevant information about the store as a venue for events. Once you have filled this out once, the same notes will apply to all your requests, so you don’t need to edit it each time.

Request for the title...: In this section fill out why you’d like to hold an event for this author, why you’d expect it to be a success, and what you would do to support this event in particular. Don’t repeat the same General Event Profile information here, just include notes about this event in particular.

Expected Attendance and Expected Sales: If these fields appear (they will not appear for all publishers) please enter estimates of the number of attendees you would expect for this event, and number of copies of the book you think you might sell at the event.

Click **Update** to save your request and close the window. You can change the request any time by clicking on the **edit** link that will appear at the end of your request text below the book.



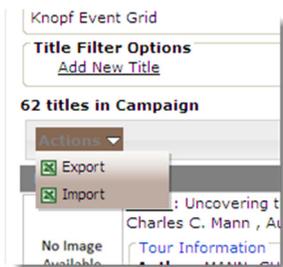
Submitting Your Requests

When you have made all the requests you want to for a particular grid, click the **SUBMIT** button. There is a submit button at the top of the page when you are reviewing a grid, and also one next to each grid on the summary page of all the grids. You will receive an email confirming that your grid was received after you click submit.

Once you submit a grid, you can no longer add or edit requests. If you want to come back and review the grids, you will be able to see date that you submitted each grid, and how many events you submitted requests for. You can still click on the grid name and read the notes that you submitted.



If you want to review the grids and your requests offline or simply have an offline version for your records, you can export a grid to Excel. To do that, click on the **Actions** menu, and select **Export**. In future versions the **Import** option will also be active, which will allow you to export a grid, work on your requests offline by filling out the Excel spreadsheet, and then import into Edelweiss again.



To log out of Edelweiss, click on **Logout** on the upper right of the page.

Contact Us

Edelweiss support can be reached at support@abovethetreeline.com. We can also be reached by phone at 734 996 2730 x1.