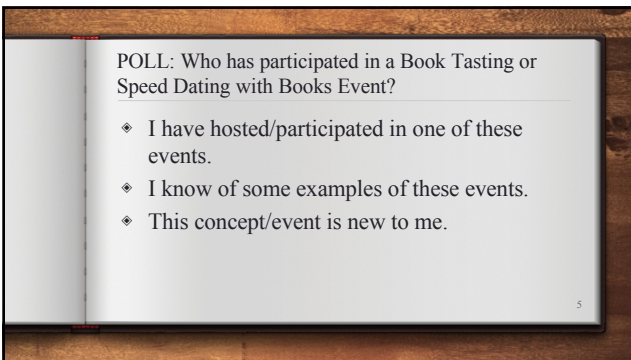


Outline

- ◆ The 4 W's of Book Tasting
- ◆ Examples
- ◆ Book Tasting from Start to Finish
- ◆ Book Tasting Tools
- ◆ Q & A

4



POLL: Who has participated in a Book Tasting or Speed Dating with Books Event?

- ◆ I have hosted/participated in one of these events.
- ◆ I know of some examples of these events.
- ◆ This concept/event is new to me.

5



1.
The 4 W's of Book Tasting

Let's start with Why.

6

