NORTH TEXAS TEEN BOOK FESTIVAL

snap shot

MISSION

The North Texas Teen Book Festival strives to connect our reading community, adding dimension to the reading experience through diverse author panels and dynamic discussions in a safe and fun environment.

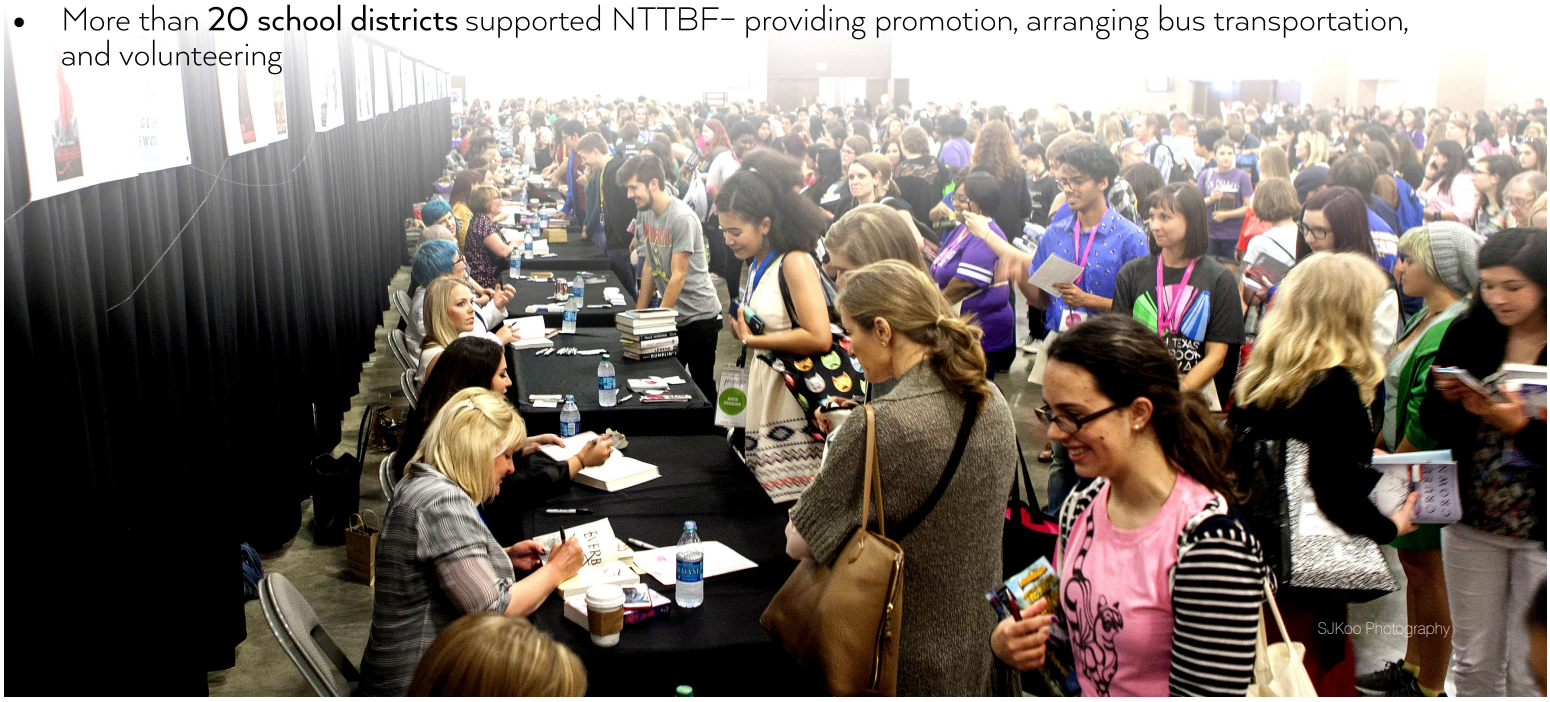
PURPOSE

- Increase literacy in tweens & teens
- Engage reluctant readers
- Connect communities
- Encourage life-long learning

NTTBF 2016

The North Texas Teen Book Festival (NTTBF), Dallas/Ft. Worth's premier literary event, highlights Middle Grade and Young Adult literature.

- 2016 festival on Saturday, April 23, featured **75 authors**
- **8,000 attendees**– tweens (ages 12-15), teens (ages 15-18) and adults, with 7,000 books sold
- The Friday Author Luncheon and **Educator Day** featured 15 authors with 300 teachers, librarians and adult lovers of YA in attendance
- 3,000 followers through the Festival's Twitter, Instagram and Facebook pages, and over **25,000 unique visitors** to the Festival's website
- More than **20 school districts** supported NTTBF– providing promotion, arranging bus transportation, and volunteering



NTTBF 2016 Educator Day, presented by Sam Houston State University in partnership with Educational Service Centers Regions 10 & 11.

The continuing education sessions included:

- Diversity is More Than a Hashtag
- Is Any Book Ever Safe: Selection Vs. Censorship
- Label Making Vs. Label Breaking

endless stories

NTTBF 2016 Author Luncheon with guest authors Sarah Dessen, E. Lockhart and Ruta Sepetys

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2017 FESTIVAL

- Over **60 diverse, local and nationally acclaimed best-selling authors**: participating in panel discussions, answering questions, and signing books
- **Educator Day**: consisting of work-shops presented by Sam Houston State University and TEA Regions 10 & 11 Service Centers on using Middle Grade and Young Adult literature in the classroom.
- **Author Luncheon**: including a discussion with headlining authors for **Adult Readers** of Young Adult literature in partnership with the Forever YA Book Club

NORTH TEXAS TEEN BOOK FESTIVAL

Date
March 3-4, 2017

Location
Irving Convention Center

Expected Attendance
Up to 10,000

Targeted Audiences
20% Age Range of 19-35
80% Age Range of 11-18

Festival Breakdown
60+ Authors, 40+ Panels & Workshops

Print Collateral Distribution
Up to 100,000

Community Support
30+ Partners

Event Schedule
Friday- Educator Day & Author Luncheon
Saturday- Author Panels & Workshops

#NTTBF16
social media love

James Dashner @jamesdashner · Apr 25

Heading home from one of the best festivals I've ever witnessed: North Texas Teen Book Festival. Thanks, Texas! #NTTBF16

120 717 •••

sarahdessen @sarahdessen · Apr 23

What happens when you are on a movie panel with @jamesdashner @gayleforman @mstohl @RutaSepetys @hollyblack #NTTBF16

49 331 •••

Lance Rubin
@lancerubinparty

And lastly, thanks #NTTBF16, for giving me the opportunity to see this, a sight both joyful and terrifying.

Heather Aston @Heather_Aston · May 24

A2. Proud of my efforts to promote **#NTTBF16**, which resulted in 67 #eastbroncos attending festival #txlchat #cisdlib

2 •••

Sprint 7:19 PM 30%

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