

## PANELIST'S MANIFESTO

As a fan convention, Bouchercon is a little different than some of the other conventions. There are few if any panels on writing or craft. It's set up to entertain and inform readers. We set up the panels to do just that. We also try to do panels that play to panelist's strengths and will get readers excited about the authors.

A few tips for panelists. What you are doing this weekend is growing a lifelong fan base, so the sales of books this weekend are not as important as the number of readers you reach for the long term. As such we request that you refrain from setting books up on the table in front of you. We also ask that you not hard sell your latest book on a panel, but instead sell people on you as an author.

Not all panels need to be fall down laughing funny. Panels that are serious and informative are just as memorable.

Please be courteous of your other panelists and remember that you are not up there alone. We recommend reviewing the websites of your fellow panelists. You look good when you're able to chat about your peers' writing. Try and read some of their work before the panel.

Once the panels are set, our programming team will provide suggested talking points for your topic to your moderator.

Your moderator should contact you. This can be to cover discussion points (but not all questions that will be posed) and other logistics for your panel. When speaking, use the microphone and keep it close to your mouth for the best results.

To keep the panel lively, try not to rhyme off your brief biography. Instead, try to incorporate it into the answer for a question. For example, if the question is "Why does your character travel so much?" you can respond along the lines of "Tracy Trouble, the lead character in the Here Comes Trouble series, was orphaned at age ten. She constantly looks for ways to be in control. To that end she has travelled to Saudi Arabia, the Urals, and the Antarctic."

Keep your answers a reasonable length. Everyone else needs time to answer their questions too.

When there are questions from the audience, repeat the question (if the moderator has not already done so).

Be spontaneous. Engage in comments made by the other panelists.

Most importantly, have fun.