

# MyVLF

CONNECTING READERS & AUTHORS



[www.myvlf.com](http://www.myvlf.com)



# *about us*

As writers, we know there are limited opportunities for authors to market their books. As readers, we are constantly searching for 'the next great read'. It can be expensive to attend literary/book festivals, and some people can't afford the time, or are physically unable to travel.

We wanted to create a platform where authors and readers could connect, which was inclusive, free, and accessible to all.

MyVLF was founded and is run by three writers. It is a virtual event space that uses cutting-edge technology to combine a virtual space with an easy to use 2D website.

The Founders are: Gwyn GB, Deborah Carr & Kelly Clayton

# *what is it?*

## **THE THEATRE**

Our theatre is where you can watch all our author interviews, sit in the audience or play full screen.

## **THE CAFE**

Here you can view the latest blog posts on our TV, or download the free monthly Book Group read.

## **THE EXHIBITION HALL**

Browse the publisher and author stands in our Exhibition hall.

## **THE CHAT ROOM**

Join us in the chat room after the festival author interviews, and ask your questions of our featured authors.

# *awards & endorsements*

## **THE BOOKSELLER FUTURE BOOK STARTUP OF THE YEAR**

## **JERSEY TECH AWARDS: DIGITAL STARTUP OF THE YEAR**

## **JERSEY TECH AWARDS: DIGITAL CREATIVE PROJECT OF THE YEAR**

## **DIGITAL BOOK WORLD AWARDS: BEST PUBLISHING TECHNOLOGY AWARD FINALIST**



# *author experiences*

## **PETER JAMES**

"The brilliance of MyVLF has been to create an inspirational literary festival that is truly international in every sense of the word.

Because it has no geographical boundaries and there is no costly or disruptive journey to attend, it is able to feature both major best-selling authors alongside new and upcoming ones, and anyone can join the audience, instantly, from anywhere in the world. It has been exciting to have been a part of something so innovative from its launch."

## **LIZ EARLE MBE**

"Loved being part of this brilliant initiative and sharing such interesting book chats around the globe"

## **NICOLA MAY**

"MyVLF is such a forward thinking, innovative publishing model; allowing authors to not only manage their time effectively, but also to engage with their reader easily and directly too."



## *the story so far...*

### **WHAT?**

3 Festivals – 2 general ones and 1 genre specific so far, with individual Watch Now interviews being released in between festivals.

### **WHO?**

Our largest cluster of members is currently the UK, with the USA a close second, followed by Canada, France, Australia and New Zealand. Our videos have been watched in over 50 countries worldwide, as far afield as Korea, Switzerland, Iraq, India, South Africa, Hong Kong, Egypt, Sweden, Mexico and Japan.

### **WHEN?**

Our venue is open 24/7. This means people can watch interviews in the theatre, browse publisher and author stands, or chat whenever suits them.

### **ECO-FRIENDLY & INCLUSIVE**

No-one needs to travel to come to one of our events, that makes it eco-friendly, free and inclusive to those with disabilities or who are unable to get away for family reasons.

### **HOW?**

All via our unique online platform combining a virtual event space with a 2D website

# opportunities for you...

## take a stand

You can have a permanent information stand in our exhibition hall. Promote books, authors and your catalogue through images, words, video and downloadable excerpts or documents. Our Exhibition never closes.



## 'watch now' interview for author promo tour

Why travel the country on an author promo tour when you can have your author interviewed in our theatre and anyone - wherever they are in the world - can chat to them after the interview?

## sponsor an event

You can sponsor a whole MyVLF event, or particular author interviews and areas of our site, for various time frames.

We're happy to discuss your requirements.



# opportunities for you...

## hire our venue

### WHY?

- No travel
- Reduced costs for you
- Free for your readers
- Less impact on your staff
- Global reach
- Unlimited attendees
- No need for printed collateral, it's all digital
- User friendly and inclusive



## costs

**Launch pricing and subject to change, book now to guarantee pricing**

**EXHIBITION STAND HIRE**  
**£65 A MONTH**

**BOOKSHELF SLOT**  
**£15 A WEEK, 1 MONTH £50**

**TALK TO US WITH YOUR IDEAS AND REQUIREMENTS.**

**MONTHLY PUBLISHER DEAL**  
**£250 DIRECT DEBIT**

- Exhibition stand (can be updated monthly)
- Guaranteed 2 slots on the Bookshelf (can be updated monthly)
- Regular social media promotion
- Theatre interview & sponsor slot for Watch Now author suggested by you

**PUBLISHER SPONSORED MYVLF 1 DAY FESTIVAL (WITH PRE-SHOW MARKETING)**  
**£3,450**

- Exhibition stand
- 1 Author interview to be chosen by Publishers
- Logo on all Theatre posters relating to this event
- Logo on entrance hall posters announcing event
- 'Sponsored by...' announcements on social media

**HIRE OUR VENUE FOR YOUR OWN BESPOKE EVENT**  
**STARTING FROM: £6,999**

Prices on application, but starting prices are for a 1 day event with 6 pre-recorded interviews and follow-up chats, plus promotional fly-through video of event space with your imagery and logos, promo videos of authors etc



# get in touch

TO DISCUSS YOUR REQUIREMENTS, CONTACT US TODAY. WE ARE INTERESTED IN HEARING YOUR IDEAS.

email: [gwyn@myvlf.com](mailto:gwyn@myvlf.com)

or speak to Gwyn on: 07797715560

## SAM MISSINGHAM

"I love how MYVLF has found a way to harness technology to connect authors and readers. It's a really exciting platform with huge potential."

## KESHINI NAIDOO, HERA BOOKS

"This site is such a welcome addition to the literary landscape - a portal that's truly inclusive, low cost and accessible to all abilities, which so many literary festivals are not."

## ANDREW DAVIES, READER

"This may only be a small thing, but the inclusion in theatre graphic of a wheelchair user is to be applauded... I'm a life-long user."

