

MyVLF

CONNECTING READERS & AUTHORS



www.myvlf.com



about us

MyVLF was founded in April 2019 by three writers. It is a virtual book festival event space that uses cutting-edge technology to combine a virtual space with an easy to use 2D website.

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.

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. When events are 'live' there is also a live Q&A facility with the authors and other attendees.

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.

"Thank you so much, @MyVLF Your virtual environment has made it a joy from start to finish. It is very welcoming and attractive and so easy to navigate. And, most importantly it is robust... every session I attended went smoothly, without a hitch!
@Janicestaines on Twitter

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.'

I wanted to say Thank you to MyVLF I just discovered you this weekend and really got a great deal from the talks by authors that I attended. I am so grateful that you exist.

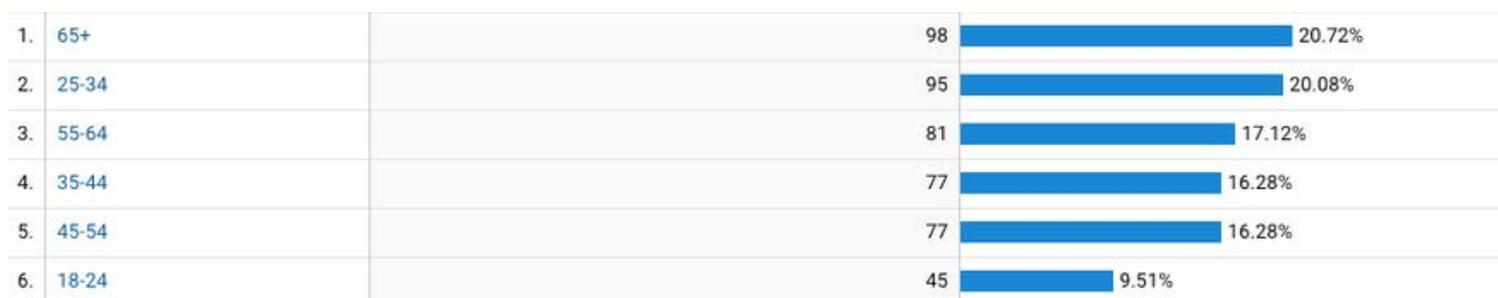
I really hope you will carry on with and expand what you do, it is so brilliant for people who can't actually get to book festivals.

Kind regards

Anna

The numbers

WHO ARE OUR MEMBERS?



Age: A good spread over the age groups

Gender: Not surprisingly, around 75% are female

Location: The UK is around 3/4 of our audience, but the USA is second with Canada, Ireland, Australia & NZ other main geo areas.



HOW MANY?

Our rate of growth in membership has been exponential, and some weeks we are putting on over a thousand members a day.

PLUS

For the Big Book Weekend we worked with the BBC, Arts Council England and authors Kit de Waal and Molly Flatt, hiring out our venue and providing the production for the festival.

MyVLF festivals scheduled for 2020 include genre specific events, such as a romance, crime & thriller and historical fiction festivals.

The global book industry is estimated to be worth US\$199bn, (IBIS World Market Research). There is no other online book festival site in the world. MyVLF is the first and only.

Feedback has been excellent but we are still working to enhance the experience for our members.

MyVLF has appeared in The Guardian, The Times, The Bookseller, The Irish Times, The Express and the BBC.co.uk home page plus many magazines, websites and newspapers globally.

Kit de Waal @KitdeWaal · 15m
Replying to @alicemarycooper
Thank you, it's amazing isn't it? @MyVLF are the leaders in this virtual festival world and it's been a privilege to work with them. And of course had brilliant content from the festivals and support from @bbcarts and @ace_national and @PublicityBooks and I could

Caroline E Farrell @Caro...
Replying to @MyVLF, @b...
Excellent festival. Fabulous accessibility and high sta

Georgette McCrea @GeorgeTMCCready
Have you discovered @MyVLF yet? A fascinating place full of writers talking about their work. I called in to #BigBookWeekend ended up inspired by @nikkimarmery talking about Drake #OnWilderSeas. Check out the live events now! @TheBathFestival

Joma West @JomaWest · 24m
Not sure who wants to check this out but for @neilhimsel fans, check out @MyVLF lit fest: check out @MyVLF anyway. They're running looks bomb!

Jo Clayton @Storycycler
Replying to @KitdeWaal, @bbcarts and 2 others

As someone who doesn't get out very much under normal circumstances, it's so beautiful to be gifted this during lockdown. Thank you!!!! My little cartwheels.

Liz Falkingham Temple @JournolizF · 27 May
Replying to @holly_watt
It was great - the @MyVLF platform has been fantastic during lockdown, I've really enjoyed all the different sessions. It particularly good that they leave them available to listen to afterwards (I've been working my way through them while mucking out horses on a morning!)

Caroline Diamond @CDiamondIW · 12 May
Highlight of the weekend was visiting @MyVLF I think you'd like it @swordandstaff @BeachyBooks @katysuggitt Looking forward to heading back there! #Literature #booksareessential

Georgie Codd liked a reply to your Tweet
Brilliant idea and as an Irish person who probably wouldn't see these events in normal circumstances i hope even when we have some relative normality that events may be recorded. Well done

Replying to @Eva_Bec, @...
I loved everything about it, including the fact that it actually looked like a real venue to explore, yet the events were like having the authors in my own livingroom. I've sent a donation to The Big Issue equal to what I would have paid for tickets at EIBF.

Nikki Marmery liked a Tweet you were mentioned in
A huge shout out to @MyVLF as the theatre setting with coffee bar and people sitting around was truly magical. All performances were hitchfree. A truly magical experience. Thank you!! ❤️❤️

Replying to @MyVLF, @...
Thank you so much. Made a book nerd who lives alone feel a part of something, intellectually stimulated AND added to my 'to be read' pile. Appreciate this

bigbookweekend @bigbookweekend · 10 May
Oh and of course we have to thank our amazing partners @MyVLF. It just wouldn't have been the same without them, would it? The hardest working, most inventive and supportive team ever and WHAT A VENUE. Thanks you virtual festival wizards 🙌

Madeleine McKendrick @MGMcKendrick
Replying to @MyVLF
I'm sorry I didn't discover it before!
It's an excellent design & use of online space. Given current circumstances, I was astounded how much entering that theater brought a sense of camaraderie, community, and joy. Well done!

May 9, 10:06 AM
margaret houston: I'm impressed with the virtual platform, very true to physical festivals and easy to navigate

opportunities for you..

Early-bird pricing and subject to change, book now to guarantee pricing

We want to offer as many opportunities to authors as we can, and that includes indie authors, not just traditionally published. Some we can offer free, but we also need to keep the site going and so we do need to charge for others to cover our running costs.

MONTHLY BOOK GROUP READ FREE

Want to let readers get hooked on your writing? What better way to introduce them to your books and a series, than by offering the first as a free download for a month.

You will also appear in our theatre as our monthly author chat and be able to take part in discussions about your book in our café chat area. We will heavily promote your book and appearance on all our channels. We do recommend that you have at least two other books out to get the most benefit from this opportunity.

EXHIBITION STAND HIRE £65 A MONTH

BOOKSHELF SLOT £15 A WEEK, 1 MONTH £50

MAILING LIST BOOK AD: POA

A ONE-OFF WATCH NOW INTERVIEW, PROMOTED TO OUR MEMBERS : £125

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 two Watch Now authors suggested by you

MYVLF FESTIVAL TALKS FREE

We have a busy schedule of MyVLF festivals. Appearance at our main Festivals is at our discretion, however if you would like us to consider you then please get in touch. authors@myvlf.com

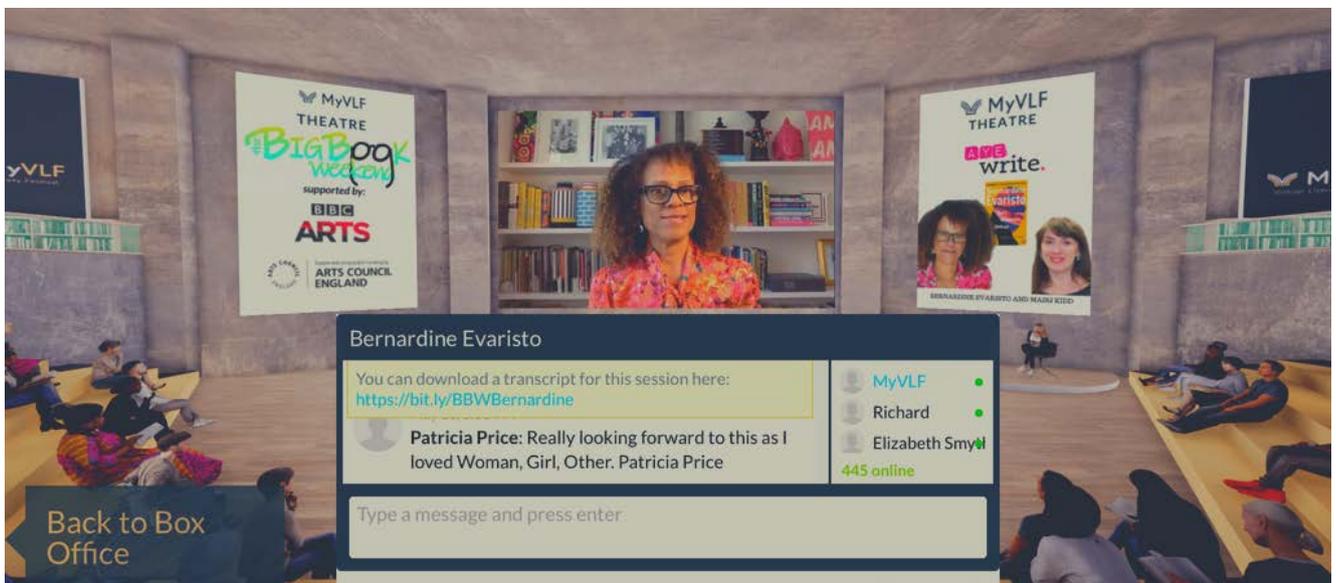
PUBLISHER SPONSORED MYVLF 1 DAY FESTIVAL (WITH PRE-SHOW MARKETING) £1,250

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

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

- No travel for your attendees
- Reduced costs for you
- Less impact on your staff
- Global reach
- Unlimited attendees
- Digital only: no need for printed collateral
- User friendly and inclusive

Prices on application, but starting prices are for a 1 day event with 5 pre-recorded interviews and follow-up chats, plus promotional fly-through video of event space with your imagery and logos, promo videos of authors and access to our membership.



get in touch

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

email: 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."

