

This document may be shared.

Template for Chat Announcement

Created by Kayelle Allen <http://kayelleallen.com>

Use this template to provide readers with all the information they need to find your chat, author day, interview, feature, or what-have-you. It's similar to the classic party invitation we've likely all sent at some time in our lives. The last page is a blank template you can use for any event. Not all the information listed may be necessary for every event, but always include the basics of when, where, who, what, and why. And remember, every email, add your signature and website every time.

What it should say:

- **Email subject:** Put important info first. Yahoo truncates long message titles.
- **Event Name:** This could be included in your subject.
- **Hostess (or host):** Your name or the author hosting you
- **Hosting group:** (if applicable)
- **Event Type:** chat, author day, interview, etc.
- **Event Description:** Be creative here and engage the reader. Gear the message to the tone of the occasion. If it's a memorial service for an author, funny might not be good, but it is acceptable for other events. Use your writing skills and make the reader want to be there.
- **Where:** URL or physical location, including the email to post messages on the group. Use the entire URL and write it out with AT and DOT instead of the symbols so that it will show in Yahoo Groups.
- **Date(s):** It doesn't matter whether you write out the month, abbreviate it, or use numerals, so long as it's accurate. You can also add the day of the week (Friday, etc.). Keep in mind that your international readers may be attending your Friday night event on their Saturday morning.
- **Time:** Add the time zone in which the event will be held. For example, if it says Noon Central, and you are in Eastern, it's 11am for you. The time zone list below is a big help. Readers love this and I get good comments when I use it.

Time Zones (for events with specific time periods)

Using the pattern below, change the times to fit your schedule. If you start at 5pm Central, this is perfect. If you start at 9pm, change it to reflect the same time difference in other zones. This helps time-challenged readers and authors, and helps avoid guests arriving after the chat has been labeled a no-show. FYI - not a good way to make a first impression. Paste the entire table (including the title) in your message.

Time Zones (start times.)

7p Atlantic

6p Eastern

5p Central

4p Mountain

3p Pacific

If you are outside the US check the World Time Clock here: <http://www.timeanddate.com/worldclock/>

This document may be shared.

EXAMPLES:

WORKSHOP

Email subject: Free Workshop Jan 2011 - Create a Marketing Plan
Event Name: Free Create a Marketing Plan Workshop
Hosting Group: Marketing for Romance Writers
Host(ess): Kayelle Allen
Event Type: Workshop held forum-style on a Yahoo group.
Event Description: Learn how to create a workable, personalized marketing plan that will save you money and time.
Where: <http://groups.yahoo.com/group/MarketingForRomanceWriters>
Dates: Jan 3 - Jan 28, 2011 M-F
Time: Open, attend at your leisure

CHAT

Email subject: Se is back! Yep, Se. Fun chat w/Selena Illyria
Event Name: Selena Illyria group chat
Hosting Group: Romance Lives Forever
Hostess: Kayelle Allen
Event Type: Author Chat with a party atmosphere
Event Description: Se's back! Selena Illyria doesn't just "show up." She pounces into chat rooms, hugs everyone and whirls over to her infamous list of melt-in-your-mouth decadently delicious recipes and posts them between excerpts. Never attend a Selena Illyria chat hungry. Bring a snack. If you're dieting, no problem. The RLF Pool Boys will be serving cyber snacks the entire time, as well as anything else you want. ;) Excerpts, recipes, and a contest. Se usually brings an author friend to give us extra excerpts, so bring one of your friends too and join us for a fun time.
Where: <http://groups.yahoo.com/group/romancelivesforever> (via email or right on the group. Your choice.)
romancelivesforever@yahogroups.com romancelivesforeverATyahoogroupsDOTcom
Date: Saturday, Jan 22, 2011
Time: 6-8pm Eastern. Other times below.

Time Zones (start times.)

7p Atlantic

6p Eastern

5p Central

4p Mountain

3p Pacific

If you are outside the US check the World Time Clock here: <http://www.timeanddate.com/worldclock/>

Blank Template (copy/paste into email)

Email subject:

Event Name:

Hosting Group:

Host/ess:

Event Type:

Event Description:

Where:

Date(s):

Time:

Time Zones (start times.)

7p Atlantic

6p Eastern

5p Central

4p Mountain

3p Pacific

If you are outside the US check the World Time Clock here: <http://www.timeanddate.com/worldclock/>