

Contract For: Michele Nilsson of Green Mountain Meetings and Events, LLC
Festival Event Manager Position 2024
Bookstock – Festival of Words
June 21, 22, 23 2024

Bookstock Description: This literary event, called a “Festival of Words,” supports the cultural richness and diversity of Vermont and New England. Our region is home to many talented writers representing diverse genres, from national Poets Laureate and Pulitzer Prize winners to emerging young writers and those who have found their compelling voice at midlife. Bookstock encourages appreciation for good writing and other artistic endeavors by introducing residents and visitors of all ages to writers, musicians, and artists in an intimate setting, largely at no cost.

Bookstock Mission: To unite people in celebration of storytelling and the written word.

Bookstock Festival Event Manager Overview: The Event Manager is Bookstock’s version of Oz. She is the master impresario behind the curtain who makes everything run on mission, on time, on budget and on plan, bringing all the wonderful details of the festival to life. The Event Manager is a pro-active, highly organized, detail-oriented, enthusiastic, collaborative and problem-solving individual who coordinates the logistics and all administrative tasks required to produce a program featuring authors, poets, entertainers and exhibitors. She creates an Event Management Plan and becomes the Bookstock operational go-to person... working with the Program Director, venue partners (where author’s are featured) and other key partners or volunteers who contribute to the success of the festival. She keeps the Bookstock Board updated and is hopefully as creatively inclined as operationally gifted, adding her own distinctive touch to every aspect of the Bookstock 2024 experience for everyone.

► Primary Direct Responsibilities:

- **Create, Continually Update & Rely on the Event Production Plan** – The Production Plan is the first responsibility for the Event Manager. It is the comprehensive ‘to do list’ keeping everything on schedule for Bookstock’s various who, what, when (begin/end) administrative & operational tasks in the months, weeks and days leading up to and including during the June festival itself.
- **Manage all Administrative and Logistical Components of the Production Plan** – Production Plan in hand, the Event Manager works through it with support and assistance (as needed) from other Bookstock staff, Board leadership, venue Partners and Volunteers.
- **Coordinate and Participate as Necessary with Festival Committees** – Traditionally volunteer committees have been the underpinning of personnel on the Festival days. More volunteers are necessary for setting up on The Green, as runners during the event, in the Information Booth, at the Author Welcome area, and focusing on needs that arise with exhibitors and entertainers. The Event Manager does not recruit Volunteers but coordinates with the Board Lead on Volunteers to schedule the workers she needs. Also, the volunteers at the Used Book Tent and at Author Sessions are not the responsibility of the Event Manager. They are handled separately by the head of the Used Book Sale and the Program Director.

- **Design the Layout, Organize & Plan the 2024 Green** – The Village Green the centerpiece of Bookstock. In addition to the Used Book Sale Tent, the Yankee Bookshop Tent which includes an area for authors to meet attendees and sign their books, The Green features a variety of exhibitors and entertainment.

The Event Manager designs the use of The Green, which includes physical layout of all tents, exhibitors and planned activities, timing of set up/breakdown and live musicians. She recruits food concessions, sells in exhibitors, contracts musical and other live performances. She contracts trash removal and tents, arranges setup & breakdown, solicits vendors and plans services & activities that enhance the attendee experience. She orders outdoor Restroom Facilities & power, interacts with Woodstock officials for power usage & recommended public safety precautions, applies for necessary licenses, and maintain a list of contacts for emergency help, etc. The Event Manager arranges for on-site signage and banners. She also manages all the finances related to this to stay within budget.

- **Produce for Festival Days an Event Operations Script** – The Event Manager creates a management tool she will use on site during the Festival called an **Event Operations Script**. This is the overall playbook, the organizational tool of what is happening at all times specifically in the set-up and then during the Festival on The Green and after, during break-down. It should also include instant contact info for all on-site personnel and emergency services. This document should be shared with other key personnel during the event. This important management tool is in addition to an **Author Event Production Plan & Schedule**, which will be created by the Program Director.
- **Supervise all Bookstock Festival On-Site Activities** - The Event Manager is the ultimate point person as regards overall operations and positive outcomes for all stakeholders: attendees, authors, artists, venues, retailers, partners, sponsors and the citizens of Woodstock. This is the person who flips the switch 'on' for showtime and keeps the overall Festival program rolling.
- **With the Program Director and the Board Lead Specializing in Bookstock 2024 Partnerships as Leads, Become Familiar with Key Partners:** Venues used for author presentations are important Partners to Bookstock and include: Pentangle Arts (in the Town Hall Theatre), Norman Williams Public Library (NWPL), the Woodstock History Center and North Chapel. The Event Manager supports the Program Director as needed. She meets venue partners & facility personnel. She familiarizes herself with their facilities, their seating capacity, AV, lighting, opportunities & restrictions. Along with the Board lead on Partnerships, she becomes another supportive Bookstock contact with each venue regarding use of their facilities for author & poet presentations.

She coordinates with the Board Lead on Partners, the Program Director and the Board Lead on Volunteers, to make sure everyone is informed about activities at these Venues and that Bookstock is providing all Partners with the support they need.

Other key Partners, which are not necessarily venues, include Yankee Bookshop, The Vermont Standard, Artistree, Marsh Billings Rockefeller National Park, Billings Farm and the Woodstock Chamber of Commerce. They become important to the Festival in a variety of ways that can positively impact the success of the event.

- **Update Board Members at Monthly Meetings:** Board Meetings take place by Zoom the second Monday of every month. The Event Manager contributes to the Board Agenda by attending, providing an updated version of the Event Production Plan, explaining those updates, on all fronts, presenting specific needs as they arise so they can be immediately and collaboratively addressed, staying within Board budget and on schedule.

► **Executive Committee Responsibilities:**

- The Executive Committee of The Board will undertake or delegate management of Finance & Budget, Soliciting Venue Partners, Fundraising, Marketing & Communications, General Volunteering, and as necessary Lodging Arrangements for authors.

Effective Start & End Date: The position is effective February 1 and is complete June 30, 2024.

Compensation: The Event Manager will be an independent contractor, at will, paid a total of \$9,000 in 5 equal monthly installments, February – June 2024, on the last business day of each month. Documented and approved expenses incurred in connection with the performance of employment shall be reimbursed by Bookstock, on a monthly basis.

The compensation package will also include Sponsorship Designation for Michele Nilsson's company: Green Mountain Meetings and Events, LLC. Sponsorship may include:

- Logo presence on www.bookstockvt.org with links to their website and presence on any promotional materials that include other sponsor logos
- An ad (1/4 or similar) in the printed event program if ads are included in the 2024 version

This is the extent of compensation for services as rendered in this agreement.

Reports to: The Board Executive Committee which as of this signing includes Peter Rousmaniere, Dave Whitney and Peter Gilbert.

SIGNED & DATED:

By Peter Rousmaniere, Board Chairperson, Bookstock 2024

Peter Rousmaniere

12/12/23

By Michele Nilsson, Event Manager, Bookstock 2024