COMIC CON RELIEF

7 POINTS TO REMEMBER WHEN PLANNING A “SUPER” CON

RACHEL WALLENBECK & COLEEN ROSE
SOUTHWEST BAPTIST UNIVERSITY LIBRARIES
INTRODUCTION TO SBU & BOLIVAR

- Bolivar population of ~11,000
- ~1,400 undergraduate students on Bolivar campus
- Strong gaming presence in the community & on campus
EVENT OVERVIEW

- April 21, 2018 – 3rd annual event
- Open to the public for two years
- Attendance: 190
- Audience:
  - Students
  - Faculty & staff
  - Community members
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BENEFITS OF HOSTING A CON IN AN ACADEMIC LIBRARY

- Student engagement
  - Increases approachability for library employees and faculty members
- Student recruitment
  - Event hosted in library on an Admissions event weekend
- Institutional relationship with community
  - Student awareness of local businesses
  - Public interaction with university
7 THINGS TO REMEMBER WHEN PLANNING A LIBRARY COMIC CONVENTION
1) START EARLY!

- Start planning at least 9 months before event!
- Create a committee
- Pick a date
- Come up with a creative name for your event
  - ComicCon is trademarked!
- Contact vendors, sponsors, presenters
  - Can always be added later, but planning ahead is a good idea
2) DELEGATE

- There will be a lot of “little” things that need done
- Delegate to committee members based on strengths
- Request proper equipment ahead of time
  - Sound equipment, tables, stage
3) COMMUNICATION & MARKETING

- Keep in touch with everyone, make them aware of deadlines
  - Vendors
  - Sponsors
  - Presenters
  - Committee members
  - Volunteers
- Power of social media
  - Event hashtag
  - Facebook event
- Unique marketing opportunities:
  - Cosplay book display
  - Cosplay research guide
  - Superhero display
4) BUDGETING

- Ways to save money
  - Donations from sponsors
  - Partnerships with others
  - Long-term investments (if you plan to have a reoccurring event)
    - Re-usable equipment & resources
5) REACH OUT TO YOUR COMMUNITY

- Student involvement
  - Committee members
  - Volunteers for event
  - Fencing & LARPing Club
    - Planned & organized trivia contests
  - Horizons Project (content creation student organization)
    - Assisted with marketing & logo design
  - Esports Team
    - Coordinated events
    - Shared marketing opportunities
5) REACH OUT TO YOUR COMMUNITY

- Partnerships with local businesses
  - Vendors
  - Sponsors
- Speakers
  - Marc Allie – local sci-fi author & comic creator
  - Steve Nibbelink & Phil Farrand – nerdy non-fiction
  - J. Christopher Wilson – educator, local fantasy author
6) EXPECT THE UNEXPECTED

- Don’t panic!
  - Things will happen. Have a backup plan & people to help you.

- Think ahead!
  - Plan to have security for event
  - Create a cosplay policy
    - Have a costume/weapons check at entrance to event
  - Make sure to have first aid available, just in case
7) HAVE FUN!

Enjoy your hard work!
Interact with your audience!
Build relationships!
CONTACT US

Rachel Wallenbeck
Digital Services Librarian
Chair, Event Committee
rwallenbeck@sbuniv.edu

Coleen Rose
Technical Services Librarian
Member, Event Committee
crose@sbuniv.edu