



CORIOLIS

CASE STUDY



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HERE'S WHAT WE DID FOR LARB

MARGARET ATWOOD
LUMINARY DINNER

The Los Angeles Review of Books, a 501(c)(3) literary nonprofit organization were to host the Canadian novelist, poet, critic, and environmental activist, Margaret Atwood for an evening in Los Angeles, in the Highland Park home of author and religious scholar Reza Aslan and speaker and entrepreneur Jessica Jackley, on February 3, 2019.

They needed sponsors, in order to be able to stage this evening. They also wanted to assure a full house. Coriolis reached out to companies we believed would be a good fit and found Hulu, MGM, Doubleday, and Anchor Books as event sponsors. We also promoted the event, which was sold out a week in advance. LARB had a fundraising goal for this event, and we were able to help them meet it.

THE CLIENT

LARB

LARB offers events and public arts programs that connect writers and artists to readers both in Los Angeles and across the globe. Luminary Dinners are fundraisers that make their lower cost and free programming possible, as well as fund their free online material.



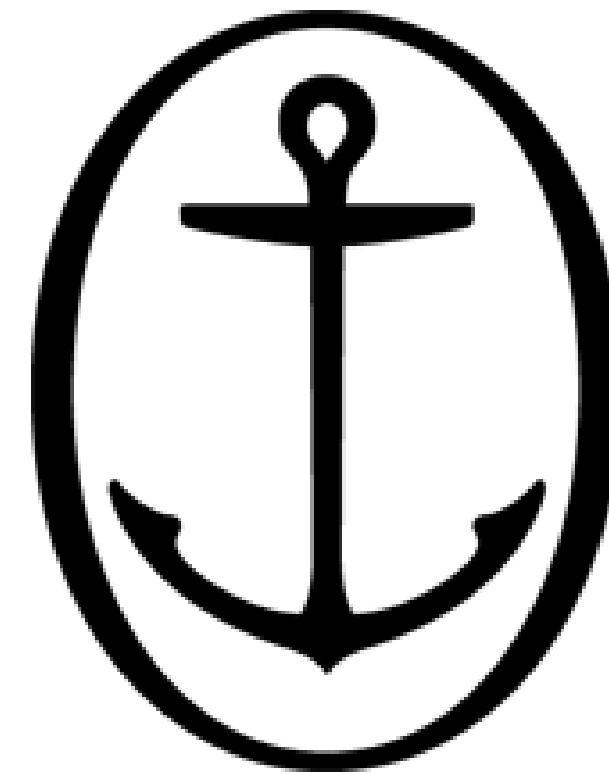
Start

The Challenge

The Los Angeles Review of Books needed sponsors, in order to be able to stage this Luminary Dinner with Margaret Atwood. They also needed to promote the event to attract attendees.

Coriolis started by reaching out to potential sponsors, such as publishing and film companies.

We recruited Doubleday, Hulu, Anchor Books, and MGM as sponsors.



We found the most relevant influencers
in the Los Angeles literary world and
asked them to share the event
with their followers.

The event was shared by...

- Los Angeles Literature Enthusiasts
- The Scriptwriters Network
- Los Angeles Writers Critique Group
- Book Swap-It
- Los Angeles Write Now! Meetup
- Screenwriting Tribe, and more!

Various media and event listing sites were contacted to add the event to local calendars.

JEWISH JOURNAL

February 1, 2019

CALENDAR

An Evening With Margaret Atwood

FEB 03 The Los Angeles Review of Books is hosting novelist, poet, critic, and environmental activist Margaret Atwood, the author of more than forty books of fiction, poetry, and critical essays, including *The Handmaid's Tale*.

Tickets are limited and support the Los Angeles Review of Books, a 501(c)(3) nonprofit organization.

Contact Jessica | jessica@lareviewofbooks.org for more information.

For sponsorship information contact Nanda Dyssou at nanda@lareviewofbooks.org or 424-226-6148. Visit the website for additional information.

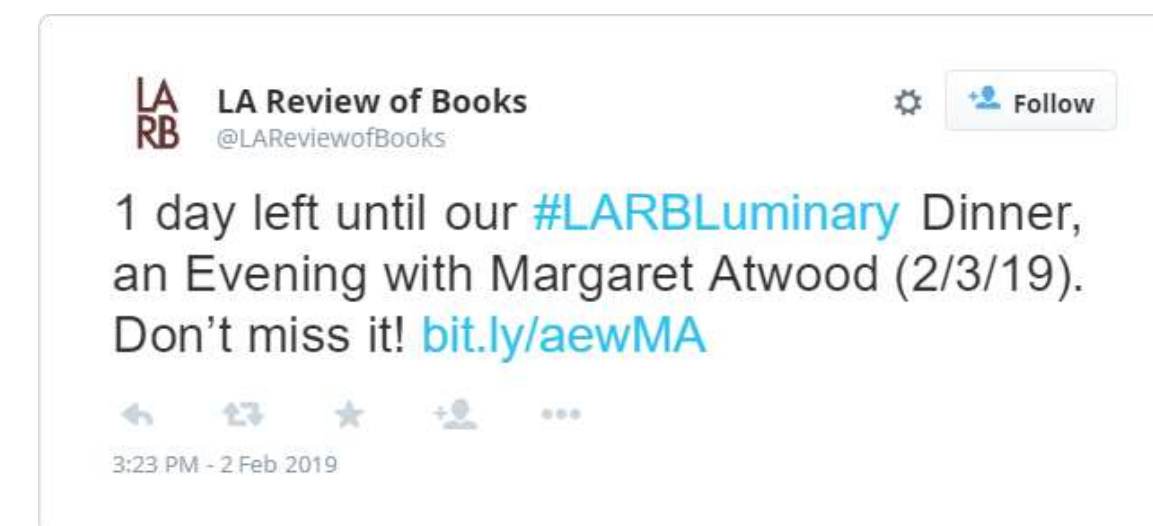
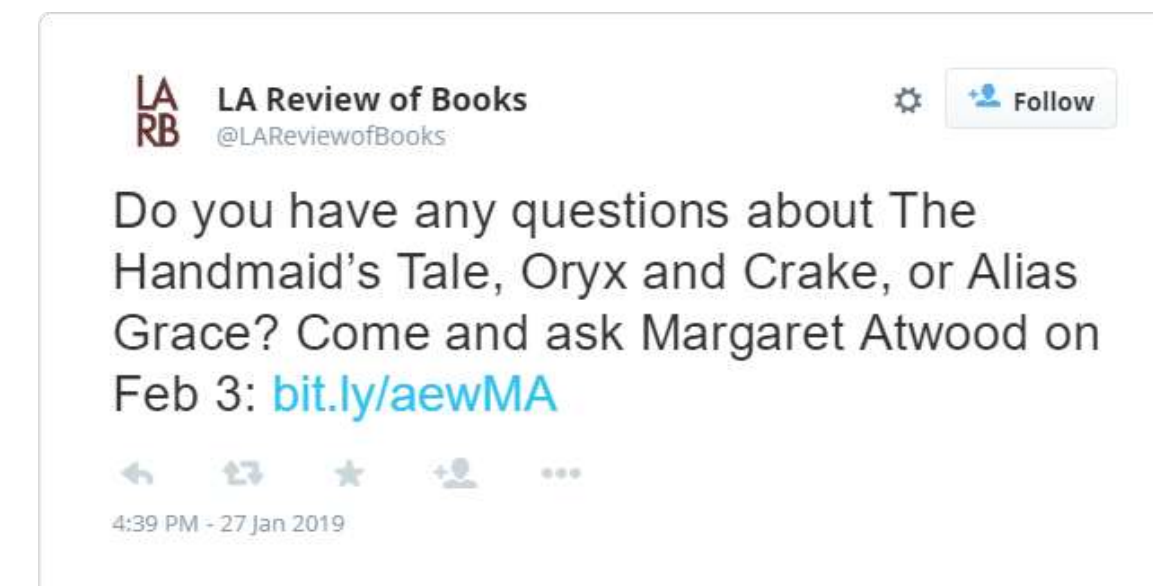
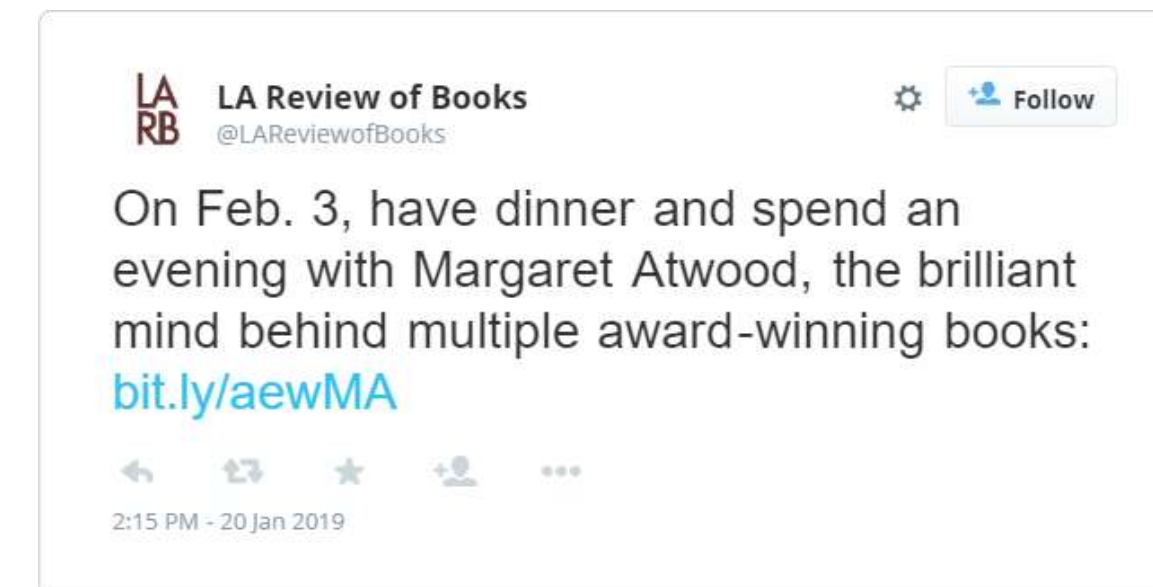
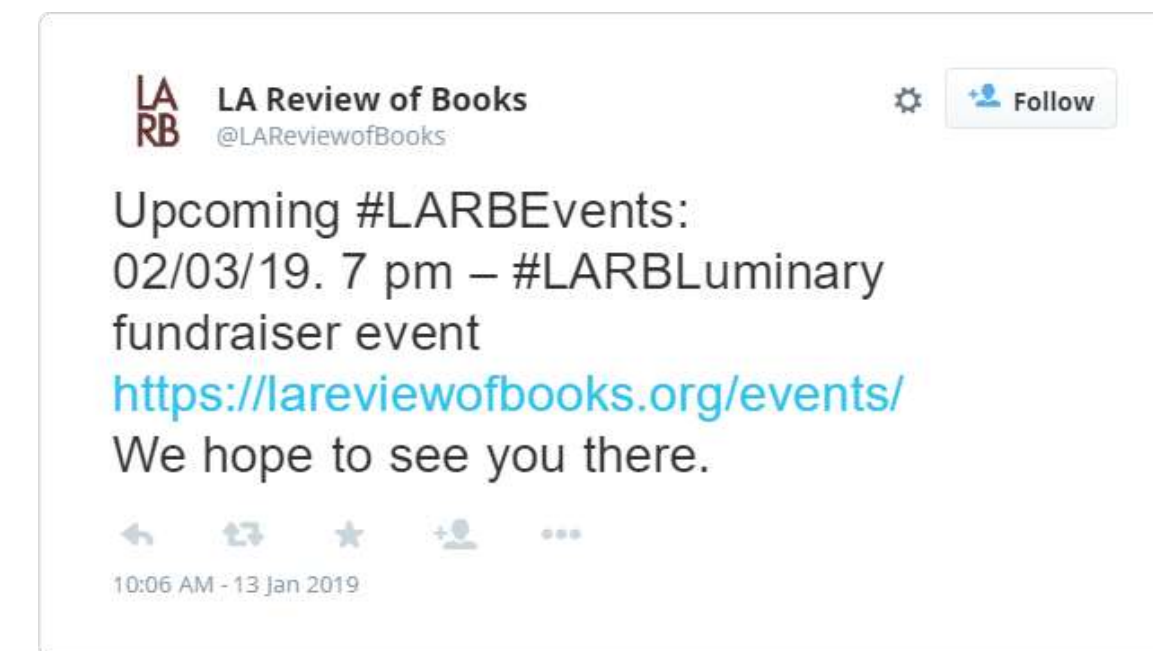
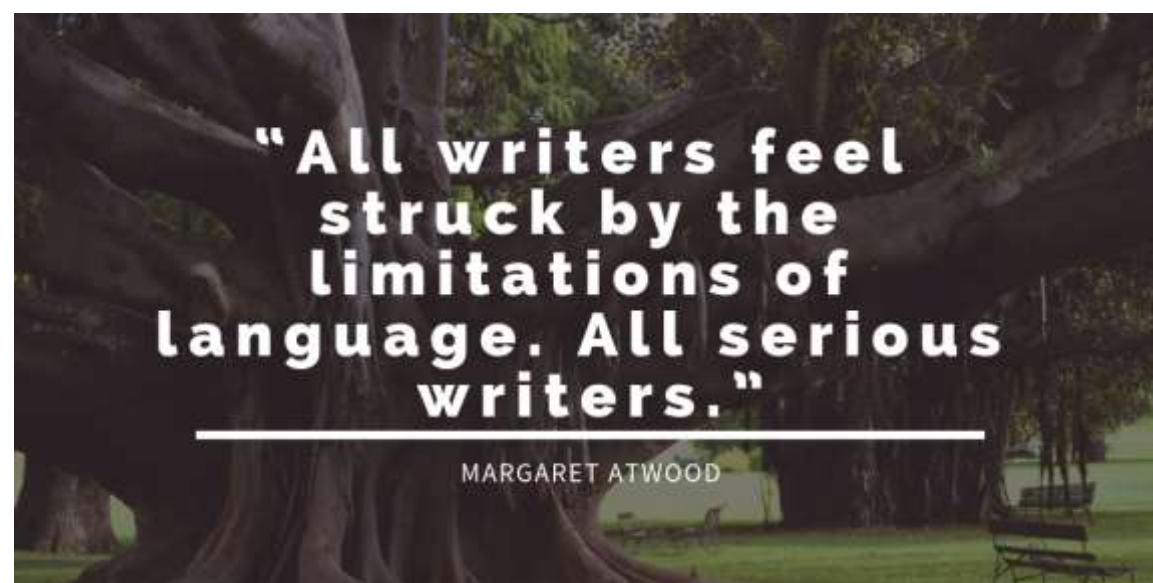
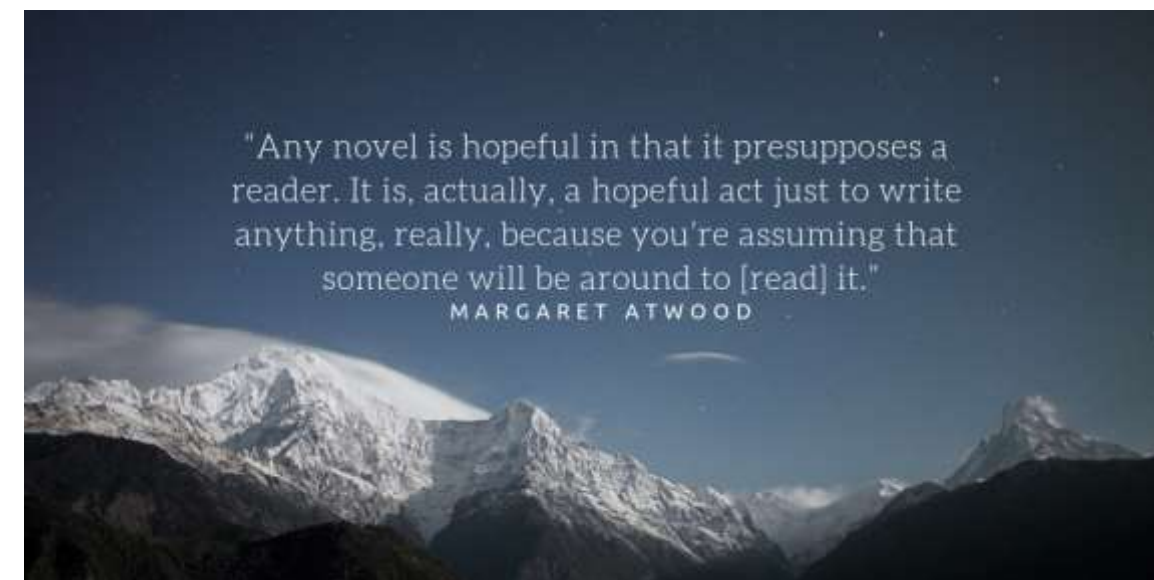
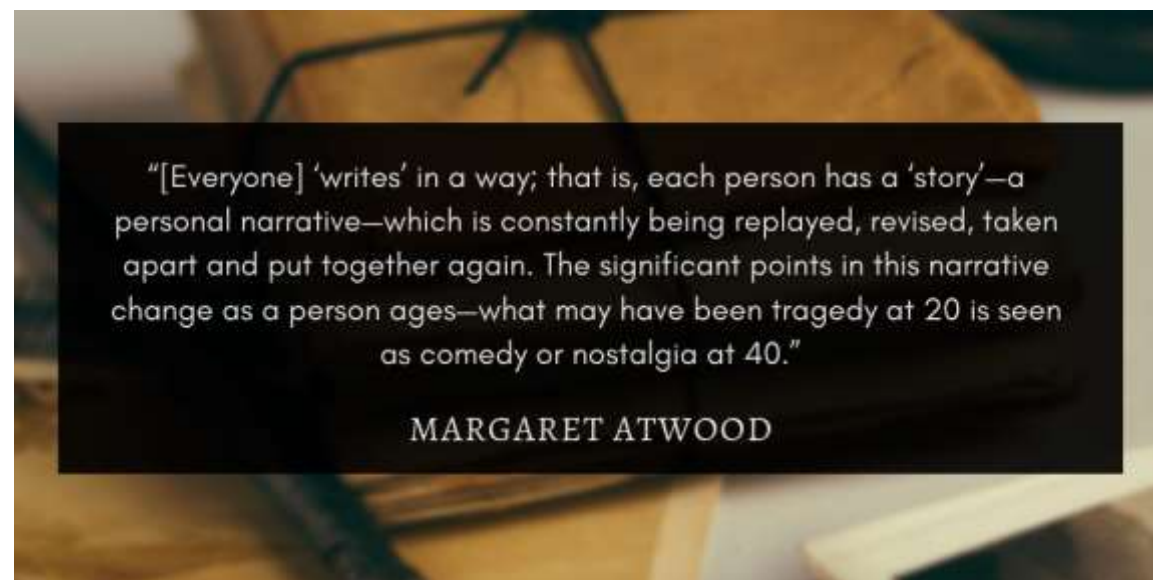
The home of Reza Aslan and Jessica Jackley
Highland Park
Los Angeles, California 90042

The screenshot shows the TimeOut Los Angeles website interface. At the top, the logo 'TimeOut LOS ANGELES' is visible, along with navigation links for 'TIME OUT MARKET', 'SUBSCRIBE', and 'MY ACCOUNT'. A secondary navigation bar lists categories: 'EVENTS', 'THINGS TO DO', 'RESTAURANTS', 'BARS', 'MOVIES', 'ARTS & CULTURE', 'MUSIC', 'ATTRACTIONS', 'NEWS', 'SHOPPING', 'VIDEO', 'TRAVEL', and 'MORE'. The main content area features the event title 'Margaret Atwood' in a large, bold font. Below the title, there is a sub-header with 'Things to do, Talks and lectures', a calendar icon, the date 'Sunday February 3 2019', a price indicator '\$\$\$\$' with a red checkmark, and the word 'Recommended'. A large, high-quality photograph of Margaret Atwood with her characteristic curly grey hair is displayed. Below the photo is a red 'Buy tickets' button. A horizontal menu below the photo contains four tabs: 'TIME OUT SAYS', 'DETAILS', 'DATES AND TIMES', and 'USERS SAY'. The 'DETAILS' tab is currently selected. The main text under the 'DETAILS' tab reads: 'Meet the woman behind the world of Gilead and a library of other award-winning works. Before Elisabeth Moss donned the red robes of the fiercely tenacious Offred in the award-winning Hulu drama *The Handmaid's Tale*, Margaret Atwood wrote the dystopian world of Gilead into existence. In this Los Angeles Review of Books talk, Atwood will discuss how fiction allows us to explore issues in our own society, merging the realms of critical debate and imagination. The event will be held at the private home of Reza Aslan and Jessica Jackley in Highland Park.' Below this text, it says 'BY: OLIVIA GEE' and 'POSTED: FRIDAY JANUARY 18 2019'. At the bottom of the article, there are social media sharing buttons for Facebook ('Share') and Twitter ('Tweet').

We also invited past Luminary Dinner guests to attend.



We created visual posts and drafted tweets for social media.



We didn't pass up the chance to attend and personally oversee the event to guarantee that everything went smoothly.



We also found and coordinated with a
photographer to capture the
unforgettable moments
of the night.





After the event, an email was sent out to sponsors and guests, thanking them for supporting LARB and taking part in a magical evening.



Results

The Margaret Atwood Luminary Dinner organized by The Los Angeles Review of Books was a successful and unique experience full of special touches that the guests will likely never forget.



Client Testimonial

*"Thank you for helping
to make this our
biggest fundraising
event to date!"*

TOM LUTZ

Founder and Editor-in-Chief,
Los Angeles Review of Books





HOW CAN WE HELP YOU?

Are you hosting a similar literary event? A fundraiser? Literary festival? A conference or book fair? Or do you need help with your book club event or literary theme party?

LET US HELP YOU

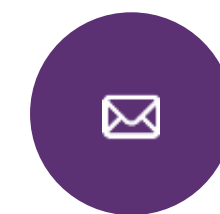
Whether you need us to improve an ongoing program, create a new event or series of events, or would like us to consult on or take over a specified portion of your event, we are here to help.



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