

SO, YOUR LIBRARY WANTS TO HOST A COMIC-CON!

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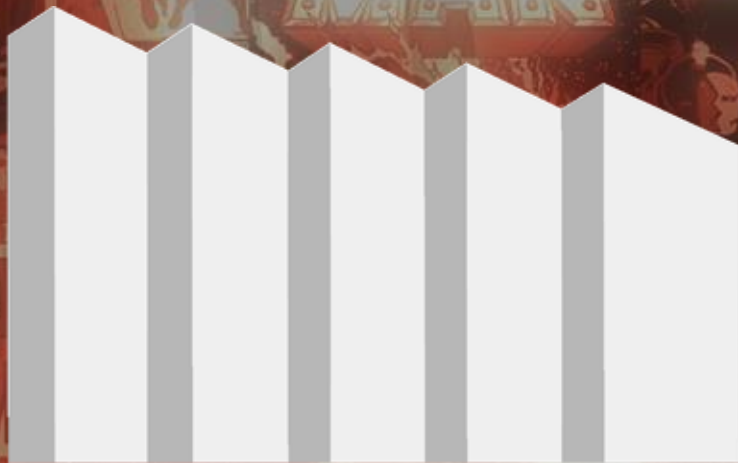


GRAPHIC CON

GRAPHIC-CON



WHO ARE WE?



**GREATER SUDBURY
PUBLIC LIBRARY**

WWW.SUDBURLIBRARIES.CA

WHERE TO BEGIN?



WHAT'S A CON??

“Comic-con noun. An organized event for fans of comic books, graphic novels, manga, anime, and science fiction to gather and enjoy, discuss, learn about, and participate in the dissemination of information about their interests. (“Con” is a shortened form of fan convention.)”

The most famous comic-con, popularly known as the Comic-Con, is the International Comic-Con in San Diego. Started in 1970, it has since grown to draw thousands of people, and features superstar creators and authors of the comic, sci-fi, and fantasy world. At the Greater Sudbury Public Library, we felt that a con such as this would help us achieve some powerful goals.



CONVENTION COMPONENTS!



WHAT'S AT A CON??

- Exhibitors (which includes Vendors & Artists)
- Special Guests (Companies, professional artists, authors, film & online celebrities)
- Panels/Q&As
- Workshops
- Comics & Graphic Novels
- Cosplay
- Costumes Contests
- Activities
- Gaming
- Media



THIS IS WHAT WE PRESENTED!

MEET OUR CON!

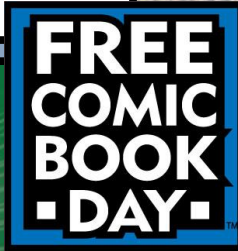


2013 AND BEYOND!!!

ORIGIN STORY

THE PILOT PROJECT!

The first Graphic-Con event was held on May 4, 2013: **FREE COMIC BOOK DAY** at our South End branch. The event was small-scale and attracted 300 people throughout the day. Graphic-Con 1.0 as we like to call it was our pilot project. The event was made to fit in our library and to try and accommodate some elements of comic-con programming.



PLANNING GRAPHIC-CON 1.0



WHAT YOU NEED

NERDS!! You need staff who are nerdy game, comic book, movie-loving geeks to start a Comic-Con. The key is to have a motivated excited team who can share their experiences and ideas. If you have a page who has tons of con experience, an event programmer with energy and ideas, the organized leader in purchasing or a reference librarian who has some epic graphic design skills: you have a recipe for a **CON TEAM!**

PLANNING

Do your research! Get familiar with comic book conventions. Take a look at what other libraries have done. Don't be shy to get in contact with libraries who have put these events on. Get to know your "CONmunity"! Bring in people who have the experience. Bring in your local artists, vendors, celebrities and cosplayers into the fold.

EDUCATION IS IMPORTANT

Doing a pilot project is a perfect learning experience when it comes to organizing a comic convention. Not only do you get to learn how to set up the con you also get to reach out to your community and build relationships and contacts with similar interests.

THE SET UP



LIBRARY CON-PONENTS!

- Put together a costume contest (kids & adult categories)
- Super themed kids crafts (designate an area for families and kids activities and crafts)
- Photo booth
- Costume rentals (rent or make costumes for your staff to wear in honor of the event)
- Panels (start a discussion with your attendees by organizing panel discussions)
- Workshops (Get professional authors, artists & cosplayers in your community to do a workshop during the event)
- The Riddler (Have someone dressed up as the Riddler to quiz attendees and hand out prizes)
- Table top & video gaming rooms (get some board games and video game tournaments going for your attendees)

ARE YOU A **LIBRARIAN SUPERHERO?** »



GC 2015 THE BIG SHOW!

WHAT YOU NEED TO DO FOR YOUR CON TO LIVE LONG AND PROSPER!

- Rely on the personal experience of your team
- Take advantage of actual planning experiences as well as your teams con experience
- Write down what you want your con to be (mission, values, goals)
- Keep it local: keep it fan-based & keep it organized

PLANNING AHEAD IS THE PRECIOUS!

- Plan monthly meetings
- Start branding your event
- Set your targeting dates to accomplish tasks
- Make a budget
- Start communicating with your "CONmunity"



WITH GREAT VISION COMES GREAT ORGANIZATION!



WHAT YOU SEE IS WHAT YOU GET!

- Find your venue (start communication with local businesses to partner up for a venue)
- How long does it take to come up with a logo anyway?
(branding is key for your con's identity)
- Create your conventions rules early on (important for your event's organization)
- Create a weapons policy (targeted at cosplayers who have props)
- Create guidelines for accepting vendors and artists at your event
- Create copyright and photography rules

Note: Do your research. Look up Comic Convention websites & forms as a guide.



GRAPHIC-CON

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CREATING THE BUZZ!



SHOUT IT FROM ON TOP OF A MOUNTAIN!

- An event like this happens equally in the virtual world as it does in the real world (tease the event in the months prior, have interactive posts, share and introduce the event highlights as they come up)
- Potential con-goers will judge you on your branding & your online presence. (time to use that someone with graphic design talents, in order to stay true to your events branding everything you do must look clean professional and attractive to the eye)
- Monitor your events online presence (Graphic-Con was actually trending on Tumblr the night before the event)
- Over the course of 5 months, 2000 people interacted with our event page on Facebook



PARTNERSHIPS AND SPONSORSHIPS

SO... WE ARE DOING THIS THING...

An event like this needs monetary support and this is what you need to do to get it:

- Start a conversation early with your local comic book stores, gaming stores, tourism organizations, post-secondary institutions.
- Draft a partnership & sponsorship agreement form where you can plug in details about how you want the organization or business to help out (monetary or programming activities)
- Make a sponsorship package detailing monetary amounts that will help you support the event.
- Draft a preliminary budget to have handy for online applications.
- Talk to your “CONmunity” get the word around. This is great way to make contacts when you are seeking sponsorships.
- Give your partners & sponsors advertising time online (social media, library website) and during the event.

06.06.15
GRAPHIC-CON
 SUDBURY, ON

PRESENTED BY:

GREATER SUDBURY PUBLIC LIBRARY
 BIBLIOTHÈQUE PUBLIQUE
 DU GRAND SUDBURY

SCIENCE NORTH  SCIENCE NORD

SPONSORED BY:

sudbury scenic sights. urban delights.

art gallery of sudbury
 galerie d'art de sudbury

eastlink Chapters

Q92 Sudbury's Best Rock

CAMBRIAN COLLEGE

OPEN STUDIO
 CAMBRIAN COLLEGE

Librairie Centre
 l'oasis francophone

we thank you! merci a vous !



LOCATION, LOCATION, LOCATION!

I NEED MY SPACE!

- Venue will drive the possible parts (what you need is a hall and rooms)
- Rooms for panel, workshops, discussions
- Vendors and artists alley
- Crowd control line-ups
- Hall camping



OUR VENUE!

SCIENCE NORTH, YALE CAVERN

GRAPHIC-CON 06.06.15



MARKETING MATERIALS YOU NEED!



GRAPHIC-CON

FREE admission 6 JUN



VALE CAVERN 10:00 AM - 4:00 PM


GRAPHIC NOVELS & COMICS - ARTISTS & WRITERS
WORKSHOPS & ACTIVITIES - SPECIAL GUESTS - COSPLAY




GRAPHIC-CON 2015 SITE PLAN



- Kalman Andrasofsky / Captain Canada
- Peter Mihaiuk
- Black Rectangle Brand Inc.
- Dani Tallier
- Excused Comics
- Rob Sacchetto
- Chapters
- Tara Dalenick
- Fabulous Geek Chick
- Marina A. Harle
- John Tashuk
- Morgan Kagesheong
- Tsukumo Cosplay
- MESG Imaging - Printing & Illustration
- Sparklegirl
- Art Gallery of Sudbury
- Cafe Greff
- Northern Ontario Video & Anime
- Comix North
- Comix Spot
- Comix North
- Dark Shards Gaming
- Hook Shop Canada
- Popcorn Video
- COG Museums / History of Console Video Gaming
- The Kids Cave
- Greater Sudbury Public Library
- 501st Legion
- Heathery Letter
- Borderlands Cosplay Group
- Cosplay Judging Table
- Indoor Photo Shoot Area

GRAPHIC-CON

06.06.15 SUDBURY, ON

2015 SCHEDULE

TIMES	LOCATION	EVENT
10:00 AM - 4:00 PM	LAMMAREN ROOM	COMIC JAM: CAMBRIAN COLLEGE'S ANIMATION PROGRAM AND THE OPEN STUDIO PRESENT: COMIC JAM!
10:00 AM - 4:00 PM	LAMMAREN ROOM	SCIENCE NORTH PRESENTS: SUPERHERO SCIENCE ARE YOU A HERO OR HAS THE DARK SIDE DRIVEN YOU? COME TEST YOUR HERO KNOWLEDGE WITH A SERIES OF EXPERIMENTS SHOWCASING THE SCIENCE BEHIND A VARIETY OF SUPERHEROS!
10:00 AM - 11:00 PM	VALE CAVERN	COSTUME CONTEST REGISTRATION: FILL OUT AN APPLICATION TO PARTICIPATE IN THE DESIGNATION COSTUME CONTEST FOR YOUR CHANCE TO WIN A MONTH'S SUBSCRIPTION TO... CREATE THE WINNER OF THE J&L COSTUME CONTEST WILL RECEIVE A GRAPHIC-CON PRIZE PACK!
10:00 AM - 11:00 PM	POLARIS BOULEVARD (SEBETE SIDE) (SUNDAY) (SLOBS)	ARTISAN BATTLE DEMONSTRATION: MEET WITH THE WOLVENAVS ARTISAN OUTSIDE AT THE POLARIS BOULEVARD (SEBETE SIDE) FOR A BATTLE DEMONSTRATION!
11:00 AM	POLARIS BOULEVARD TERRA (SLOBS)	ANIME PHOTOSHOOT: MEET OUTSIDE ON POLARIS BOULEVARD FOR AN ANIME PHOTO SHOOT!
1:00 PM	KAUSBEY ROOM	DOES YOUR HORROR DOGS DOGHOUSE SEEM? LINA, CONZORTION LIMITED SEATING! PICK UP YOUR FREE TICKET AT THE MT GALLERY OF SUDBURY BOOTH.
1:00 PM	SCIENCE NORTH HILL FRONT	BATTLE SAMES: MEET WITH THE WOLVENAVS ARTISAN OUTSIDE ON THE HILL IN FRONT OF SCIENCE NORTH FOR A BATTLE SAMES DEMONSTRATION!
1:00 PM - 3:00 PM	VALE CAVERN	COSTUME CONTEST REGISTRATION: GOOD LUCK TO ALL THE ENTHUSIASTS! THE WINNERS OF THE GRAPHIC-CON COSTUME CONTEST WILL BE ANNOUNCED ON MONDAY JUNE 8!
7:00 PM	POLARIS BOULEVARD TERRA (SLOBS)	DOOSPLAY PHOTOSHOOT: MEET OUTSIDE ON POLARIS BOULEVARD FOR A DOOSPLAY PHOTO SHOOT!
7:00 PM	SCIENCE NORTH HILL FRONT	BATTLE SAMES: MEET WITH THE WOLVENAVS ARTISAN OUTSIDE ON THE HILL IN FRONT OF SCIENCE NORTH FOR A BATTLE SAMES DEMONSTRATION!
4:00 PM	POLARIS BOULEVARD (SEBETE SIDE) (SUNDAY)	DOOSPLAY PHOTOSHOOT: MEET OUTSIDE ON POLARIS BOULEVARD FOR A DOOSPLAY PHOTO SHOOT!
8:30 PM - 9:30 PM	DISCOVERY THEATRE	SUBSET OF HONOUR GEA WITH KALMAN ANDRASOFSKY & CAPTAIN CANUCK: WEB SERIES SCREENING LIMITED SEATING! PICK UP YOUR FREE TICKET AT THE GREATER SUDBURY PUBLIC LIBRARY BOOTH.

3 MONTHS SUBSCRIBE



06.06.15 VALE CAVERN SUDBURY, ON

GRAPHIC-CON



GRAPHIC NOVELS & COMICS - ARTISTS & WRITERS
 WORKSHOPS & ACTIVITIES - SPECIAL GUESTS - COSPLAY

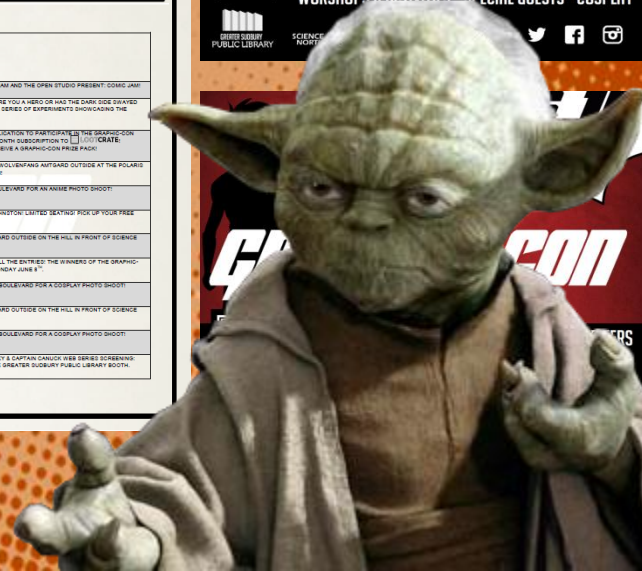


06.06.15 VALE CAVERN SUDBURY, ON

GRAPHIC-CON



GRAPHIC NOVELS & COMICS - ARTISTS & WRITERS
 WORKSHOPS & ACTIVITIES - SPECIAL GUESTS - COSPLAY

COSPLAY, ARTISTS & GUESTS!

YOUR SHOW'S HIGHLIGHTS!

Build your roster of cosplayers, artists & guests:

- Turn your local talented artists, cosplayers and authors into highlight attractions
- Build your costume contest
- Promote event exclusives
- Again advertising is key
- Put together a guest appearance contract and seek out famous artists/authors, cosplayers and film stars (do this months ahead)
- Get pop culture props (find a prop master in your community who build these or who has them to showcase for your con)
- Get prizes
- Get photographers
- Organize panel discussions/Q&As



OUR 2015 HIGHLIGHTS!

BIG NICK!



COSPLAY



PROPS



KALMAN ANDRASOFZKY

GRAPHIC-CON COSTUME CONTEST ENTER FOR YOUR CHANCE TO WIN

GRAPHIC-CON
GUEST SPEAKER TICKET
KALMAN ANDRASOFZKY
FEATURING
CAPTAIN CANUCK
THE ANIMATED WEB SERIES

GRAPHIC-CON
DISCUSSION & Q&A
WITH
LYNN JOHNSTON



3 MONTHS
LOOTCRATE
GEEK + GAMING GEAR SUBSCRIPTION

Lynn Johnston
Award Winning Cartoonist
Creator for the newspaper comic strip
For Better or For Worse.

PRESENTED BY: art gallery of sudbury / galerie d'art de sudbury

Guest of Honour!



CONTEST

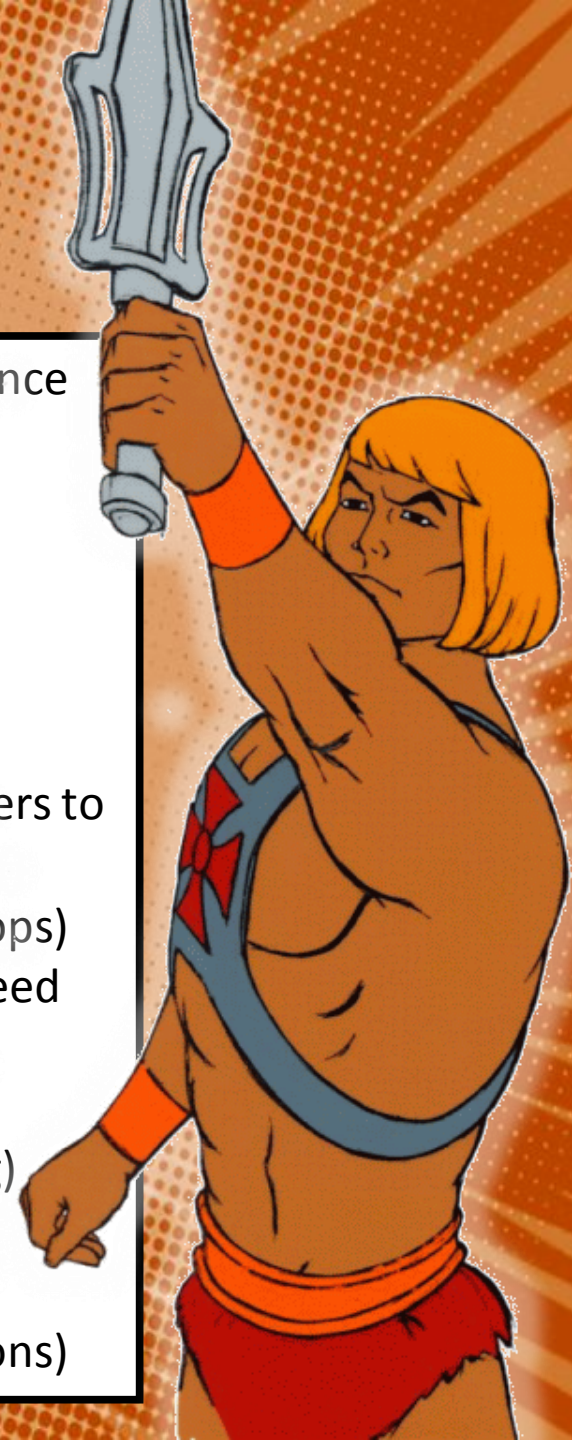
EVENT MANAGEMENT!

YOU HAVE THE POWER!

Split up the responsibilities according to knowledge and preference

What you need:

- Volunteers (do a call out months before the event, do a training session, divide to operate under coordinators)
- Photographers (Hired or operates in kind, used for your events marketing and more)
- Floor coordinator for vendors and artist (operates with volunteers to help vendors and artists)
- Activity coordinator (manages library led activities and workshops)
- Event coordinator (makes the big decisions, intervenes when need be and floats from place to place in order to have a good management of the event.
- Volunteer coordinator (organizes volunteer call out and training)
- Crisis coordinator (to avert the inevitable & other duties ex: chauffeur special guest.
- Social Media Coordinator (is online to reply to incoming questions)



ADD IT UP AH AH AH!

YOUR CONVENTION BUDGET

- Cost out your event ahead of time
- Make a mock budget
- Seek out sponsors for in kind donations and monetary sponsorship

Graphic-Con 2015 Budget

- \$2,000 from library programming budget
- \$1,000 from sponsors
- \$600 from graphic novel/comic book sale
- Prizes donated
- Did not charge vendors, did not charge admission
- Local radio station provided spots and coverage with exclusive media agreement

Total Event Cost: \$,3600 (venue, marketing, prizes, staff, guests)





PROD

DIR

Sudbury Star

SCENE



TAKE

<http://www.thesudburystar.com/2015/06/06/graphic-con-a-hit-with-sudburians>

<https://www.youtube.com/watch?v=8obEZIZ3DE0>

DATE

06.06.15

CAMERA

GRAPHIC-CON

THE RESULTS!

OVER 2100 PEOPLE ATTENDED FROM ALL OVER NORTHERN ONTARIO AND BEYOND!

GRAPHIC-CON BROUGHT TOGETHER A COMMUNITY WHO LOVE FAN CULTURE!

THE INAUGURAL EVENT PROVED THAT IT COULD BECOME A MAJOR TOURIST ATTRACTION!

TO INFINITY AND BEYOND!

BUT WAS IT A LIBRARY EVENT?

Events like these are part of our library systems continued evolution.

- The GSPL business plan includes the library as an incubator of community events and happenings.
- Connection to literacy (Graphic-novels/comics are the gateway to reading for many; promotes library collection and initiatives)
- Benefits also include recognition & creating a positive cultural atmosphere in your community.



YOU TOO CAN JOIN THE DARK SIDE!

CREATE LIBRARY FAN EVENTS!

Use these events to celebrate & create your “CON”munity!

-Free comic book day (www.freecomicbookday.com)

FREE COMIC BOOK DAY

-Star Wars Reads Day (www.starwars.com)



-Movie premiere tie-in

-Doctor Who comic book day (www.doctorwhocomicsday.com)



OUR NEXT PROJECT GC 2016!

RESUME:

- .BIGGER VENUE**
- .BIGGER BUDGET**
- .MORE SPONSORS**
- .MARKETING COMPANY**
- .GRANTS**
- .MORE GUESTS**
- .MORE STAFF AND VOLUNTEERS**
- .COMMUNITY PLANNING TEAM**
- .WEBSITE**
- .MORE EVENTS**



SATURDAY JUNE 11, 2016

WWW.GRAPHICCON.COM

THANK YOU & MAKE IT SO!

QUESTIONS???

Resource Links:

www.sudburylibraries.ca

www.graphiccon.com

www.kfpl.ca/king-con

www.lamecon.com

www.boisepubliclibrary.org/library-comic-con

www.hal-con.com

<http://torontocomics.com/>

www.stuartmacphersonlibrary.ca/librarycon

www.publiclibrariesonline.org/2015/10/geeking

the-library-con-is-community/

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