Unforgettable Author Events Across the North West

Silverwood Events

25+ years experience of hosting the biggest children and adult authors in the publishing world
- **with sales to match**

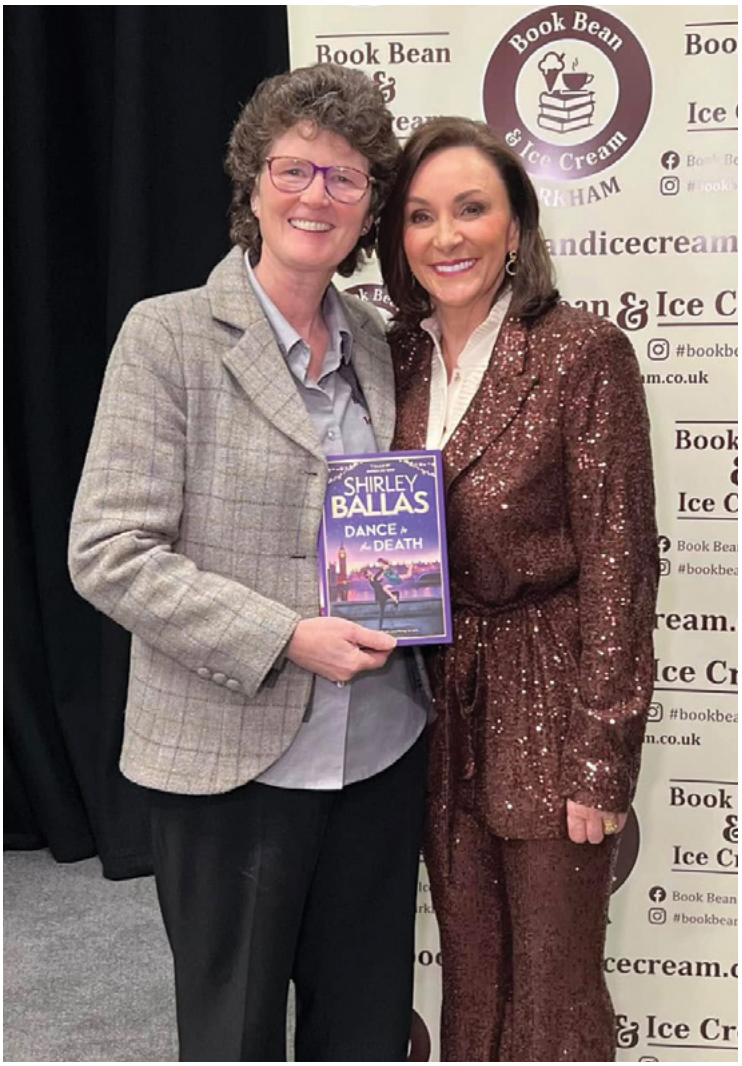
Email: elaine@silverwoodevents.co.uk | **Web:** silverwoodevents.co.uk

About Silverwood Events

Silverwood Events is led by Elaine Silverwood - owner of Book, Bean & Ice Cream in Kirkham and one of the North West's most respected literary event hosts.

With over 25 years experience hosting the biggest names in children's and adult publishing, Elaine has built a reputation as the "safest pair of hands" in live literary events.

From intimate signings and afternoon teas at Book, Bean & Ice Cream in Kirkham to full-scale Opera House productions and local school author visits, each event is thoughtfully curated, meticulously organised and tailored to its audience.



Located just one hour from Manchester MediaCity, events can be seamlessly aligned with national media appearances including BBC Breakfast and The One Show.

Elaine spearheaded the UK's book-with-a-ticket event admittance and is the go to for advice on events where the stakes are high or logistics are complex.

All book sales included in Nielsen Bookscan - TCM.

Silverwood Events

For more info Contact Elaine Silverwood: 07711 027982
E: elaine@silverwoodevents.co.uk | **W:** silverwoodevents.co.uk

Events That Made History

Breaking New Ground

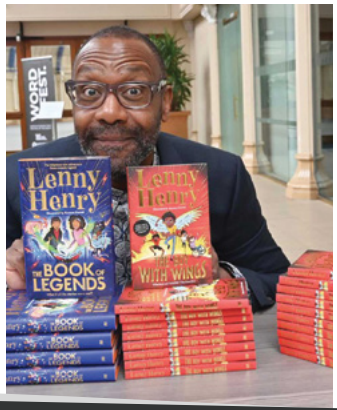
In collaboration with the Winter Gardens Blackpool, Silverwood Events hosted the first ever live recording of "The Rest is Politics" with Alastair Campbell and Rory Stewart - selling out the Opera House with 3,000 tickets.

What has since become one of the UK's most successful live podcast tours began here, at Silverwood's Word Fest in collaboration with the Winter Gardens.

WINTER GARDENS BLACKPOOL

Other headline events include:

- Michael Morpurgo - War Horse in Concert
- Paul O'Grady
- Shirley Ballas
- Cressida Cowell
- Lenny Henry
- Anton Du Beke
- Val McDermid
- Dan Walker

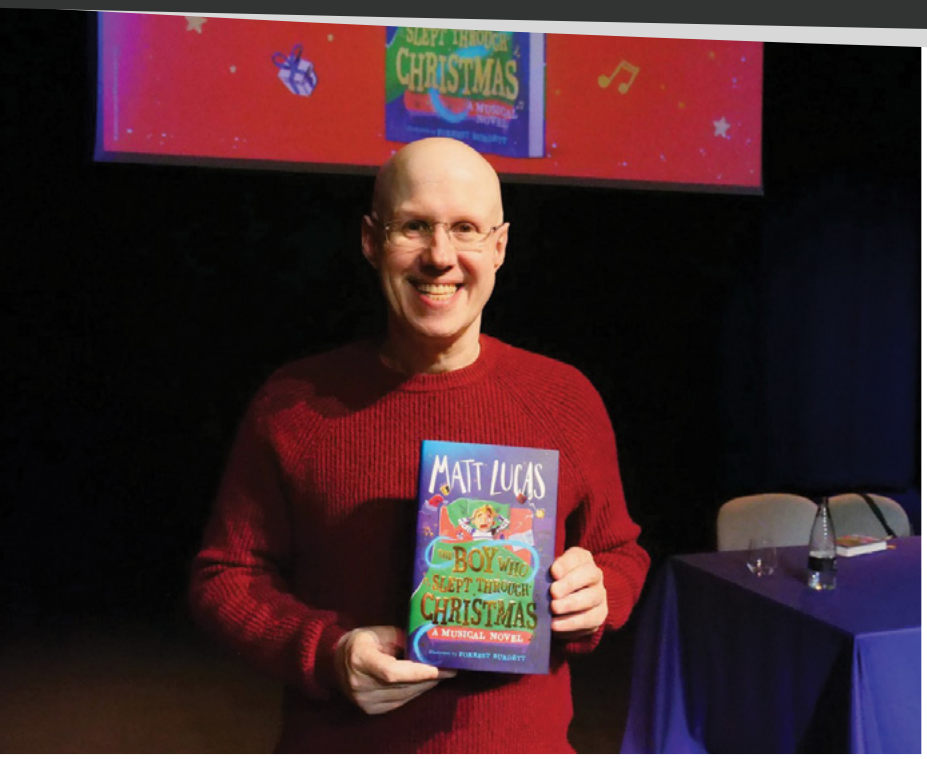


- Each event uniquely staged.
- Each audience engaged.
- Each moment memorable.

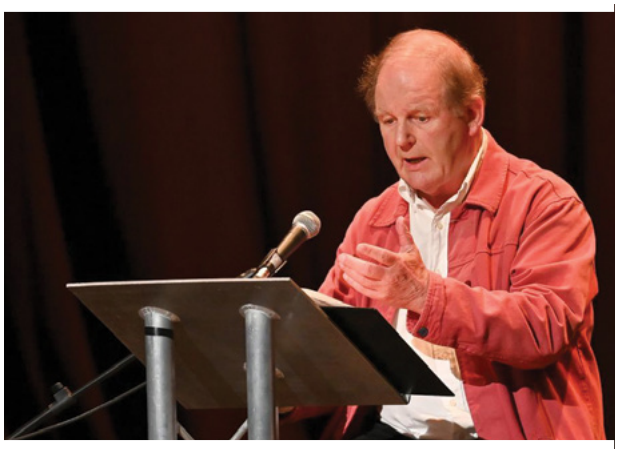
Book, Bean & Ice Cream KIRKHAM

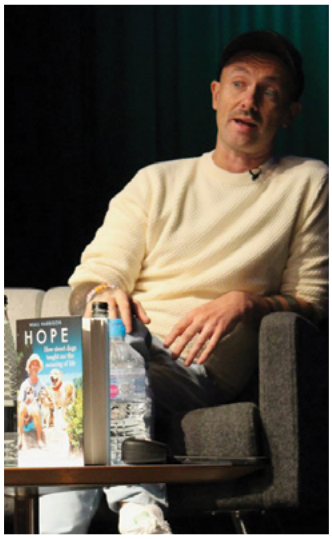
Bookbeanandicecream.co.uk | 07711 027982
Book Sales and Event Signings 61 Poulton Street, Kirkham, PR4 2AJ

Trusted With Icons

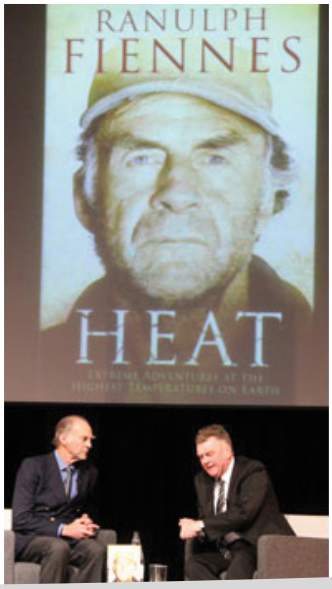


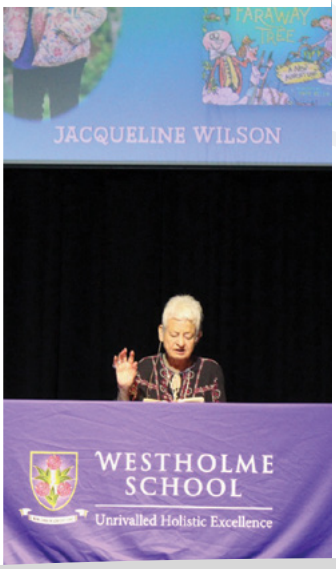
Over the years, Elaine has been entrusted with hosting some of the most recognised names in British culture, sport and literature.





"*Elaine is my hand-on-heart 'go to' for a bookseller stop on a book tour.*"
Jess Dean, S&S Children's Books





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Respected Across Publishing

Known as “safest pair of hands” when hosting events.

Therefore, been entrusted with the biggest names over the years – Sir Alex Ferguson, Buzz Aldrin, Sir Michael Caine, Sir Ranulph Fiennes, Sir Terry Wogan, Jennifer Ennis, Sir Bobby Charlton, Andrew Flintoff, Tim Peake, Rick Stein & Shirley Ballas to name a few.

“I have worked in the book trade with Elaine Silverwood for 20 years. She works phenomenally hard; is really creative and innovative; and yet a safe pair of hands. Elaine relishes the challenge of bringing books to new readers, turning them from reluctant to committed book lovers. All power to her elbow“

Tim Godfray - Retired Chairman, The Booksellers Association

“I’ve worked with Elaine throughout my career and I am entirely confident in her event arranging abilities. Wherever we go and whoever we talk to she ensured everything is well organised and that the school are supremely engaged and well prepared. I find it an absolute pleasure to work with her, and I am sure you will too“

Cressida Cowell - Children’s Laureate

“ I Love working with Elaine. She is so efficient, calm and organised - as well as being great fun to have a chat to! She is excellent at organising large, sales-driven events with fabulous audiences. She’s a safe pair of hands with excellent contacts. Her passion and commitment mean I never worry about an event when Elaine is organising it.“

Lizz Skelly - Publicist

“Elaine is a cut above the rest - professional, vastly experienced and intuitive, as well as being a warm, reassuring presence. I would highly recommend Silverwood Events.“

Pippa Le Quesne - Programme Director Jersey Festival of Words

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About Elaine Silverwood

Silverwood Events is run by Elaine Silverwood. Elaine has experience in the book trade stretching over two decades and is rightly renowned for her exceptional knowledge, business acumen and extensive experience. Elaine brings creativity, flair and meticulous attention to detail to all aspects of the events and promotions she is involved with.

Elaine has an impressive portfolio of authors and celebrities who she has worked with and a glowing list of testimonials from the huge list of publishers, authors and venues that she has partnered with.

Silverwood Events works across the North West in a range of venues - from grand theatrical spaces to warm and welcoming community settings - creating unforgettable experiences for audiences and exceptional results for authors and publishers.

Partnership with Winter Gardens

Winter Gardens Blackpool offers a flexible and impressive setting for Silverwood Events, with a 4.9-acre estate made up of ten unique venues that can host everything from intimate author talks to large-scale literary events.

Spaces include -

- Opera House (2,812 seats)
- Empress Ballroom 1,200
- Conference & Exhibition Centre with flexibility of 1,500 down to 100.

This versatility allows each event to be carefully matched to its audience and format.

- In-house technical teams experienced in live recording and broadcast.
- Integrated ticketing, marketing and event delivery support.

FOR AN EVENT THAT IS A CUT ABOVE THE REST, CONTACT SILVERWOOD EVENTS.

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A Landmark Moment

A World Book Day like no other!

At Preston North End's Sir Tom Finney Stand, Silverwood Events hosted an extraordinary World Book Day celebration welcoming 5,000 young readers from across Lancashire and the North West.

An ambitious event never previously attempted at that scale and not repeated since!

It stands as a defining moment in large-scale literary programming and a testament to what can be achieved when experience meets vision.

"Elaine Silverwood is incredibly resourceful, has an amazing 'can do' attitude and is brilliant with customers and authors. Her ability to see an opportunity is legendary and I and many colleagues at Hachette have loved working with her over many years."

Dominic Smith, Sales Director Hachette.

"Nothing is too much trouble for Elaine and no element of organisation is too small for her meticulous attention to detail. Elaine's help and support in spreading the word about *But What Can I Do* helped me get the book out to the right people and places ensuring it got to number one."

Alastair Campbell.

Book, Bean & Ice Cream KIRKHAM

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Silverwood Events

Let's Create Something Extraordinary

Whether launching a major hardback, hosting a live podcast event, staging a festival headline appearance or creating an intimate author experience, Silverwood Events delivers.

Contact Elaine: 07711 027982

bookbeankirkham

Book Bean & Icecream

Working in partnership with:

Book Bean & Ice Cream KIRKHAM

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WINTER GARDENS BLACKPOOL

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