

RULES FOR THE ROAD

An Author's Guide to Happy Travel

Congratulations! You are about to embark on your publicity book tour. It's going to be exciting (and exhausting!). Following are a few tips that will make it even better:

- Keep the attached schedule with you at all times. If a new, updated schedule is sent to you, make sure you discard the old pages and refer only to the new ones – it is important to be aware and informed of your schedule at all times.
- Please be sure to retain all your receipts so that we can reimburse you for your incidental travel expenses, including some transportation and meals.
- Direct billing has been arranged at every hotel in every city. **HOWEVER**, you will probably run into a clerk or two not familiar with this arrangement. If you are asked for a credit card, explain that your publisher has arranged for payment and suggest that the clerk scroll down on the computer screen to see if that has been noted. If they insist on taking an imprint of your personal card, please give it to them. If this occurs during business hours, call us immediately and we will take care of it. Otherwise contact us the following day and we will take care of it then.
- As all rooms are pre-paid, you have a guaranteed “late arrival” and you should never be turned away. If you should arrive at a hotel after hours and be told that they are over sold, or that there is no reservation for you, **STAY CALM**. Call the travel emergency number we have provided.
- The publisher will reimburse you for phone calls to our offices, to escorts, to radio stations for interviews and calls to check in with your home and office. Calling cards should be used. Your hotel direct billing may not include phone usage, and charges are more reasonable when calling cards are used. Any additional calls must be discussed with your publicist prior to travel.
- Massages and other spa treatments are among some items we will not cover. If you have any questions about what we will reimburse you for, please ask your publicist.
- When you check in at the hotel, make sure you ask for any messages or faxes that might have arrived before you did (usually from your publicist or escort).
- It is a good idea to have a change of clothes (something suitable for your interviews or bookstore appearance) in your carry-on luggage in the event that your checked luggage doesn't make it to your next city. We all know it happens.

- Many times, you will be asked to take a cab to the airport/train station from your hotel. It is advisable to arrange your car service the night before and to check with the hotel concierge for the best time to depart. They are often aware of local contingencies that your publicist has no way of knowing.
- The most important thing to remember is to stay calm and maintain a sense of humor. Things go wrong (usually nothing major) – flights/trains are delayed, media bookings are cancelled. No matter how much detailed planning goes into a book tour, the unexpected always seems to arise. But everything always works out in the end. And we haven't lost an author yet!

Everything is going to be great. Have fun with it!

Helpful Telephone Numbers

Publicist's Home Phone:

Craig Burke
212-243-2328
646-263-5750 (cell)

24-Hour Travel Emergency:

Advanced Travel
1-800-592-1097
Code 29W1

Penguin Putnam Toll Free:

1-800-247-0411