

KMP PARTICIPATES AT WORLD BOOK FAIR IN SINGAPORE

25 May 2007

Today was the start of the Book Fair proper. In the morning, there was a Singapore Book Industry seminar entitled 'Get Rich With Books', which was attended by Joseph, Susan, Shin and Yek Yee. It was a good opportunity to network with distributors and Joseph was even approached by aspiring writers once they heard he was a publisher! One of the other publishers based in Singapore came over to visit our booth after the seminar and said that he was impressed with our displays and book covers and congratulated us.

At 2pm, the doors to the Book Fair opened and people started to trickle in.

Ben, David, Chia, Joseph, Sharon and Susan were officially on duty during the first shift but there were quite a few of us in our new KMP 'Dharma that Bites' T-shirts as you can see in the photo, which was



taken at the start of the Fair!

We decided that there should be only two KMP staff in the booth at one time to avoid overcrowding the area. Most of the people who visited our booth were Chinese speaking, so Chia, JJ, Joseph, Ben, Shin, Yek Yee had their work cut out for them.

Our booth was in the 'Books of Special Interest' section, near the Chinese Books area, so we deduced that many English speaking potential customers may not venture down our end. So Susan, Paris and Irene stood outside the booth and took turns wandering through the halls, distributing bookmarks and inviting people to visit our booth, while Sharon happily stayed put and played cashier. As you can see, Paris' trademark red miniskirt certainly got some attention!





Many people were attracted by HE Tsem Tulku Rinpoche's teachings and stood outside our booth, watching the video.

A few girls who visited our booth were fans of Rinpoche from watching him on the popular site, Youtube.com, and came especially to see if he was there. They even asked if Rinpoche was coming!

Some visitors said that they came because they visited the KMP website at <http://www.kecharapub.com> and saw that we were in Singapore.

Chia made the first sale which was 'Be Greedy'. This Chinese language book seemed to be most popular throughout the day. We decided to offer 'Book Fair Specials' where people could buy the whole series of DVDs, called the "Gaden Pack of 8 DVDs" for SGD120 (normal price was SGD140). Or they could buy the whole series of English language books, which we called the "Wisdom Pack of 5 books" for SGD90 (normal price was SGD104). It wasn't that we were discounting Dharma but we wanted to encourage people to take home as much knowledge as possible. Also, we realised that a lot of people visited the Fair to get books at a cheaper rate than usual, so by giving a special offer, we hoped to entice the more economically conscious Singaporeans to purchase whole sets!

I guess it worked - JJ was top salesman of the day as he sold one Gaden pack and one Wisdom pack!

The crowd was expectedly quiet as it was still a working day and school holidays hadn't started yet. A friend of Susan and Sharon's who works in PR had kindly sent out our press release on our behalf and visited our booth in the evening. In her professional experience, however, she said that the Singapore English press were very particular over what they covered so we were not to expect too much. The Chinese press on the other hand, through Teo Lai Sing, were more interested and were willing to run a small article.

Bigger crowds are expected tomorrow onwards. At the end of the day, which finished at 10pm, total takings were SGD522, which was considered by all to be a fairly respectable figure. As usual, we made a dedication and prayed that the next day would bring more people to the Dharma through Rinpoche's teachings.

Thank you for all the prayers and support! Stay tuned for more news....