

Elisa McIntosh

Publicity & Events Portfolio

Portfolio prepared in support of the Publicity & Events Manager, Children's Books application.

Highlights showcase creative event development, author relations, community partnerships, experiential marketing, and audience engagement.

Community Literary Programming

Adirondack Family Book Festival panel moderation and coordination, bringing together authors and readers through engaging discussions.

Indies Introduce Panelist

Review, rank, recommend, and interview undiscovered authors and compelling books through the American Independent Booksellers panel.

Independent Bookstore Day

Designed hands-on miniature book craft with author Chelsea Makes, creating an interactive author experience for families.

Author Signings

Coordinated signings and themed experiences including Jordyn Taylor, Maxwell Eaton III, Villa Vespa cookbook launch, and others. Maxwell Eaton event included reading, compass activity, and signing.

Creative Release Events

Produced themed launch events including the Onyx Storm midnight release.

Innovative Community Events

Created Singles Night, Winter Pride Book & Coffee Mingle, Silent Book Club, and children's storytime collaborations.

SINGLES NIGHT at THE BOOKSTORE PLUS

Saturday Jan 31st, 2026 6:30 PM - 8:30 PM 📍 2491 Main St. Lake Placid, NY 12946

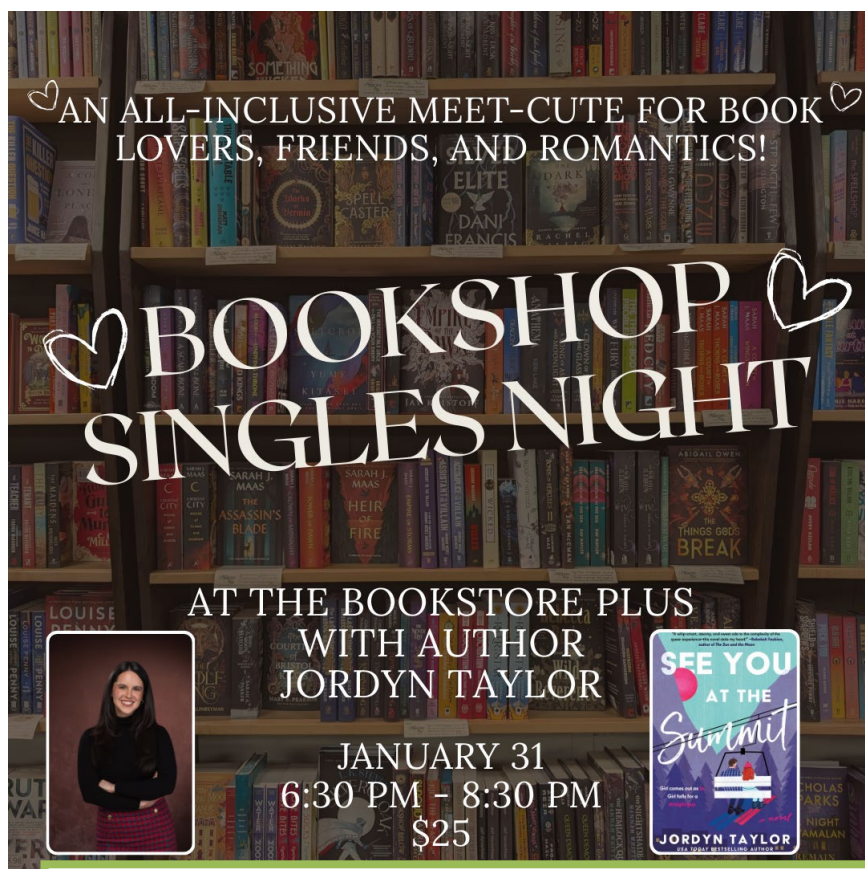
Join us for a night at The Bookstore Plus with romance author, Jordyn Taylor, for an inclusive singles' mingle!

Whether you are looking for your shelf-mate or just to connect with a fellow book lover, our Singles Night event is the perfect combination of cozy vibes and genuine connection.

**Ticket price includes the book, SEE YOU AT THE SUMMIT by Jordyn Taylor and snacks!

**Hex and Hop Brewery will be joining us for your beverage purchases!

ages 21+



"Elisa is hands down my favorite bookseller to collaborate on events with. From in-store signings to launch parties, she's made all of my events so special and unique. To celebrate my YA thriller *The Revenge Game*, Elisa planned an in-store signing with *Revenge-Game*-themed temporary tattoos and bookmarks—all of which she expertly made by hand. She also came up with and executed the genius idea of throwing a singles' mixer to celebrate my debut adult romance, *See You at the Summit*. She made wristbands for guests to indicate what kinds of relationships they were looking for, and partnered with a local brewery to provide drinks. Her creative twist on the typical launch event helped draw an amazing crowd on a cold and snowy evening in Lake Placid. These are just two examples of why Lake Placid will always be a stop on my book tours, and why anyone in publishing would be lucky to have Elisa on their team."

—Jordyn Taylor, USA Today bestselling author

Silent

BOOK CLUB

Silent

Follow

Join us on the 3rd Wednesday of every month from 6 PM - 8 PM for a unique and unstructured book club - no pressure to finish a certain book or have discussion questions ready!

At Silent Book Club, there is no assigned reading. You bring whatever book you are currently reading to our monthly meetup. There will be time to order a drink, chat, and find a seat before settling in to read companionably with fellow book lovers! All are welcome.

Silent Book Club is a global community of readers and introverts, with 500 chapters around the world led by local volunteers. SBC members gather to read and build community in quiet camaraderie. This is the SaraPlacid chapter, but you can learn all about the movement here: <https://silentbook.club>



ABA BookED Podcast: Indies Introduce Q&A
with Ahmad Saber

ABA BookED Podcast: Indies Introduce Q&A
with Liv Morris

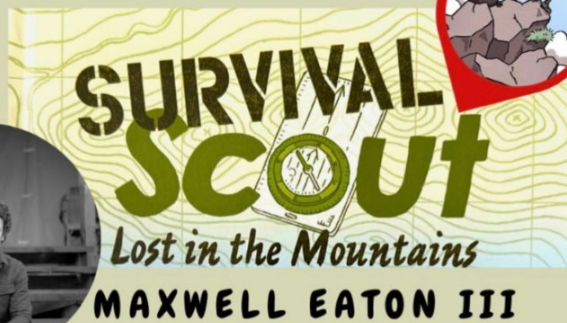


BOOK RELEASE PARTY!

Cascade Welcome Center

May 6, 2023

1 PM - 2 PM



Book Release Party with Maxwell Eaton III

Saturday May 6th, 2023 1:00 PM - 2:00 PM

Join us for a book release party of Maxwell Eaton III's newest graphic novel, SURVIVAL SCOUT: LOST IN THE MOUNTAINS

1 PM - 2 PM at the Cascade Welcome Center

1- 1:30 PM- a spirited short reading of Survival Scout: Lost in the Mountains followed by a compass activity led by the author!

1:30 - 2:00 PM- a chance to meet with Maxwell Eaton III and get a signed book!

ABOUT THE BOOK| Scout's woe is your gain in the first of the SURVIVAL SCOUT graphic novel series, where Scout endures natural disasters so we don't have to.

Stay calm, and Scout it out!

- 1) Take inventory of what you have
- 2) Find shelter
- 3) Make a fire
- 4) Signal for help
- 5) Secure water and food

Follow Scout's trial through the mountains, as she explains how to survive if you ever find yourself lost in the wilderness. A perfect travel companion for those with a knack for adventure, or prone to getting disoriented in the forest.



About Us

The Adirondack Family Book Festival is a project of John Brown Lives! with the robust creativity and involvement of numerous community partners and volunteers including:

Amy Guglielmo	Christina Lawrence	Sarah & Marc Galvin
Dee Wolfe	Kaitlyn Patenaude	Juliette Brookfield
Kate Messner Elisa McIntosh	Adalyne Perryman	Alexa Dumas
Brenden Gotham	Brendan Mills, John Brown Farm State Historic Site	Martha Swan, John Brown Lives!



ONYX STORM: Midnight Release Party!

Monday Jan 20th, 2025 11:30 PM - 12:30 AM 📍 2491 Main St. Lake Placid, NY 12946

FLY OR DIE

Join us for a midnight release party to celebrate the release of ONYX STORM by Rebecca Yarros! We will have swag for the first 50 pre-orders and a special door prize for the BEST DRESSED dragon rider!

Pre-order today to be guaranteed to receive a copy of the limited-run edition with sprayed edges and beautiful endpapers.

Doors open at 11:30 PM. Come in your rider black and mingle with your fellow riders. We will hand out books at midnight!

[Buy Books](#)



Monday Morning Storytime with Amy Guglielmo

Monday Jul 20th, 2026 10:00 AM - 12:00 PM Storytime 📍 2491 Main St. Lake Placid, NY 12946

Special Storytime Edition featuring local author, Amy Guglielmo!

Monday, July 20th, our storyteller, Amy Guglielmo (local author), will read her book "LAKE A RAINBOW: THE COLORFUL STORY OF CYNDI LAUPER".

For our craft, Amy will lead our young readers in making friendship bracelets! Storytime is geared towards children ages 3 and up, but all children are welcome!

Book signing to follow from 11am - 12pm!

[Buy Books](#)



ADK Winter Pride Book & Coffee Mingle

Sunday Mar 1st, 2026 10:00 AM - 12:00 PM 📍 2491 Main St. Lake Placid, NY 12946

The Bookstore Plus is excited to have Origin Coffee Co.'s mobile espresso cart serving up special hand-crafted espresso drinks from 10 am to 12 pm! In addition to Origin's espresso cart, The Bookstore will have exclusive signed book plates of Jordyn Taylor's newest romance novel, SEE YOU AT THE SUMMIT, a heartfelt and sexy romance novel following one bi woman's messy journey through coming out. We can't wait to welcome you to our cozy, inclusive space to celebrate Pride with fellow coffee and book lovers.



Books and Blooms Workshop

Monday May 12th, 2025 6:00 PM - 7:30 PM [book signing](#) [📍 2669 Main St, Lake Placid, NY 12946](#)

Join us for an evening of BOOKS AND BLOOMS at Origin Coffee Co.!

Come meet Ava Morgyn, author of *THE BANE WITCH*, create a woodland floral arrangement with Mossbrook Roots, and sip on an Origin Coffee beverage! Your ticket will include: a signed copy of *THE BANE WITCH*, a woodland floral arrangement, and a drink.

About the book| *Practical Magic meets Gone Girl*

Piers Corbin comes from a long line of poison eaters—Bane Witches—women who ingest deadly plants and use their magic to rid the world of evil men.

Piers sets out to earn her place in her family's gritty but distinguished legacy, all while working at her Aunt Myrtle's cafe in the Adirondacks, and perpetuating a flirtation with the local, well-meaning sheriff to allay his suspicions on the body count she's been leaving in her wake.

But soon she catches the attention of someone else, a serial killer operating in the area. And that only means one thing—it's time to feed. In Ava Morgyn's dark, thrilling novel, *The Bane Witch*, a very little poison can do a world of good.





Over 35 mini books were made and we had THE BEST time learning from @chelseamakes !



Author Signings February 19, 2022

Kim and Emma are here!
Signing books & serving
marinara 🍝😊



Send message

