Event Organiser Marketing Toolkit

1 FIRST STEPS

Understand what makes your event special, and who it is aimed at. Try to ensure that there aren't similar events aimed at the same audience at the same time, since this will make it more difficult for you to get a good attendance. Build marketing costs into your budget.

2 YOUR AUDIENCE

Identify your audience, and think about how to get their attention based on the places they might visit, the media they read or listen to. For example, if your event is aimed at families you could contact local schools to see if they could put posters up for you.

3 TIMELINE

Create a timeline, working backwards from the event date. Note what needs to be done, and plan when this will happen. For example, you may want to write a press release: think about when this will need to be released. If you want to be featured in local newspapers, think about when they will need to receive information. If you don't know, ask them.

4 MEDIA

Use local media in St Albans and Hertfordshire (Radio Verulam, BBC 3 Counties, Heart FM as well as local papers, magazines, parish, community and church newsletters and children's centres). Find a spokesperson to give interviews, and if you've got any local celebrities involved ask them if they would be happy to be quoted. If they have an active social media profile they can help promote the event there.

5 PRESS RELEASE

At least six weeks before the event send local journalists a press release. You could launch the event with a media call. If there's a performance arranged then the photos or videos of this will help generate interest, or if not arrange for a spokesperson to be interviewed.

Tips for writing press releases:

- One page maximum
- Who? What? Where? Why? When?
- Main message in headline and first paragraph
- Contact details at the end
- Images – with the permission of anyone in a photograph
- A quote
- Follow it up – call to check it's been received
- Background sheets for extra details, for example:
  - List of artists performing
  - Profiles of organisations taking part
  - Map of the area

Event Organiser Marketing Toolkit (cont.)

6 PLAN YOUR PR

Think about the timing of press releases. Maybe you want to release information in several goes, or save up an exciting announcement nearer the date of the event to encourage people to attend. There may be national events that naturally link to yours – time press releases accordingly. Newspapers or magazines might like to write a feature on your event – get in touch and suggest this. You could organise a competition in partnership with local media, and give free tickets to the event as a prize. Make sure listings editors are aware of your event.

7 SOCIAL MEDIA

Use social media: set up a Facebook page and Twitter account. You could also have competitions designed to encourage people to sign up. Link to blogs that have an existing audience who would be interested in your event.

8 EVALUATION

Ask your visitors how they found out about your event so that you can evaluate the best ways to reach people, and use this information when planning future events.

9 PROMOTIONAL MATERIAL

There are many types of promotional materials you could use, from flyers to large posters. Make sure you use a consistent design (i.e. the same colours, logos, photos etc.) so that your event is immediately recognisable.

10 POSTERS

Design your posters so that they can be seen from far away, and so that key information (date, time, location) can be taken in quickly. Posters need to be eye-catching enough to get noticed from a distance and to convey prominent messages quickly and effectively.

11 FLYERS

Flyers reach many people quickly and cheaply. Link to your website or booking telephone number.

You can:

- Post them
- Hand them out at events
- Deliver them door-to-door
- Place them in newspapers or other publications
- Display them at Tourist Information Centres, libraries, shops, community centres

12 ADVERTISEMENTS

You could take out some advertisement space in a local newspaper to generate further interest. As for posters and flyers, make sure key information is clearly communicated.