

# Promoting your event

One of the most important part of planning any event is working out how you will tell people about it. Some groups build a small advertising or marketing budget into their planning, but many others have to rely on free promotion. Budget or not, its vital that you get maximum impact from your effort. Below you will find some ideas that might help.

## 1. Use Word of Mouth

Tell your members and supporters. Use meetings, newsletters and other correspondence to encourage them to tell their friends.

## 2. E-mail bulletin

Mass emails allow you to let los of people know about your event (where, when, why, cost, RSVP etc). for free.

## 3. Pass it on

In your correspondence ask your supporters to pass the information on to people they think would be interested in your event. You could also ask them to add the information to any on-line noticeboards ort websites they think might be helpful.

## 4. Posters

A3 size posters tend to work best , use colour if you can, but be careful where you place them. It can be illegal to flypost on council, public or private property. Try to target areas where people congregate – and remember to take them down after the event.

## 5. Shop windows

Ask local shops – many will display your information. Libraries, doctors surgeries, office noticeboards, & cafes are worth trying.

## 6. Signs

A large sign can be effective is you have the space to display it.

## 7. Piggybacking

Why not approach local businesses and ask if they would mind letting you drop in your information with their mailing.

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### 8. Other people's reading

With enough advance notice, you can chase up the editors of any other newsletters you know that are vaguely linked to your area, or your area of interest. Ask them to include a mention of your event. It could be the school newsletter, local progress association, arts organisations, your peak association's regular communications. Or even neighbouring groups whose members would be interested in your event.

### 9. News - Local newspapers

Local newspapers are always looking for 'news' to fill their pages. Allow plenty of lead time if you want your article published. Don't write your press release like an advert, try to make it newsworthy, and informational.

### 10. News - radio.

Send a press release to local radio stations - for both news and also for an interview (if they run a magazine or talk program featuring interviews). You could also try just phoning in to a phone-in show and get your chance to make your pitch!

### 11. Free community announcements in the papers

Most major newspapers will run community service ads for community groups as "fillers" which are exactly that - they fill space where the advertising doesn't quite fill the allotted space or leaves an unusual shaped hole. The competition for space in major media is quite fierce and rarely do they feature ads that plug a particular event - rather it is the group itself. But if you do ads that point to your website and sitting on the home page is a big reminder of your event, it can't hurt. Most newspapers require the completed, designed ads and they tend to fill space in the back pages of the papers but a free ad is a free ad and every little bit helps.

### 12. Use the CVS Website

Voluntary and community groups in West Dunbartonshire can advertise their event in the 'What's On' section of the CVS website. Just email you details to [info@wdcvs.com](mailto:info@wdcvs.com) - we'll do the rest.

## Some points to remember

- Prepare your press releases, posters and leaflets in good time
- Contact the media you hope to use as early as possible, and check for submission dates
- Remember the more media you try, the greater your future contact list will be
- Note down all your contact and how it worked out - it will be useful for future planning
- Be prepared to talk to the press if they follow up your press release - there's no point being shy!

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