

How to Promote your Event

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Marketing involves spreading a message to an audience through various media. Promotions are the events you use to spread the message and the way in which you spread it, for example, newsletters, social media, television or radio.

Why is marketing important?

Any project that needs public interaction and participation needs a way to present and deliver its message. Marketing and promotion will draw people to your event and help ensure its success.

How do you market effectively?

Determine and document the answers to the five “W”s – Who, What, When, Where and very importantly, Why?

Who – This helps you establish your target audience, who are the people most likely to be interested in your event, which leads you to how you might best communicate the event information to this group of people.

What – What exactly is the event about? If I were to attend your event what would I do, what kind of activities will be going on? You will need to clearly, and concisely state this in your promotions.

When and Where– The date, time and location (specific) are important.

Why – The purpose and reasoning behind the event, why would someone want to come, and why are you having this event. It sounds interesting, I’m available at that time and date, I can easily get to that location, but why should I come, what’s the purpose of the event?

What are some examples of marketing and promotional tools?

- Websites and blogs
- Social media
- Flyers, posters and banners
- Newspapers and magazines
- Radio
- Community centre postings
- Word-of-mouth

Use every resource you have - leave a positive impression everywhere! Send articles to your school and community newspapers, have a guest speaker on the announcements, or even talk to your school’s yearbook editor about a profile.

How do I get media to cover my event?

- Contact your community newspaper(s), TV and radio station(s) and ask about their events calendar.
- Try to identify a specific reporter you can follow up with.
- Send in a notice or news release/media advisory that answers the five “W” questions—Who? What? Where? When? Why? —and includes a phone number for further contact.
- Invite the local media to do a workshop with your group on how to work with the media on community events.