

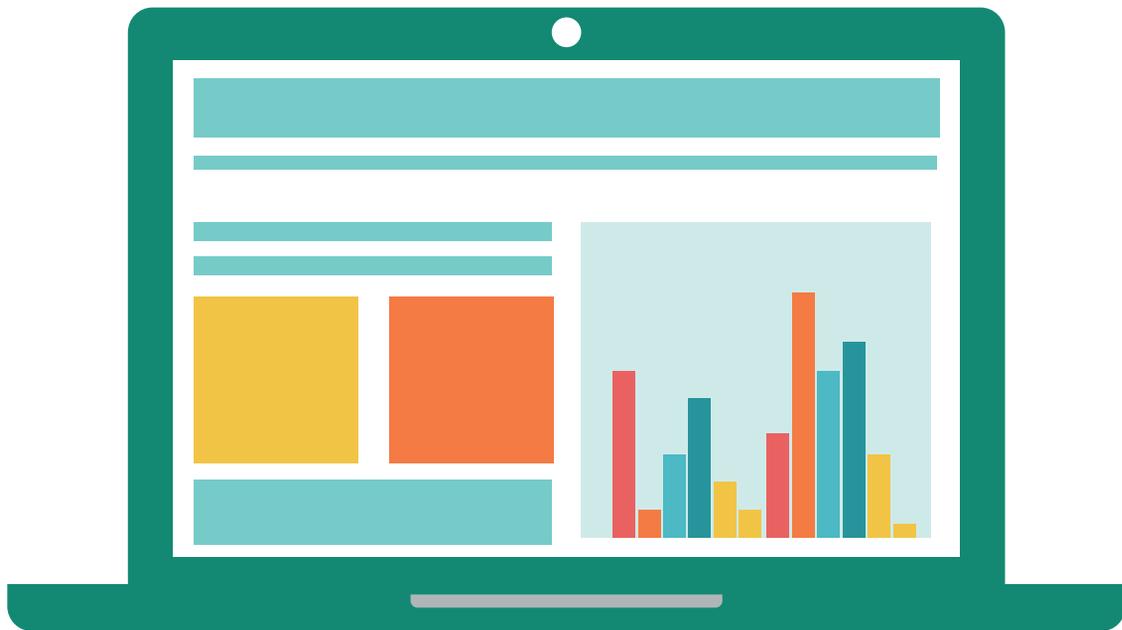
THE EVENT ORGANISERS' TOOLKIT FOR PROMOTING EVENTS

THIS EVENT PROMOTION PACK IS IDEAL FOR ANYONE KEEN TO SPREAD THE WORD ABOUT THEIR EVENT FAR AND WIDE.

Part 3 of 4

By Dan Rose





In Part 1 of this article, included in the July 2017 issue of “ie” magazine, we learned about Pre-Event Promotion, including Website Promotion, Social Media, Email, Traditional Marketing Techniques, Partnerships and Public Relations.

In Part 2 of this article, included in the October 2017 issue of “ie” magazine, we learned about promoting events during and after the event, in addition to reviewing the Event Promotion To-Do List.

In Part 3 of this article, we will review the many event promotion resources including Event Press Release Templates, Event Invitation Templates, Event Email Templates and a Social Media Strategy.

EVENT PRESS RELEASE TEMPLATES

Sending out a press release to relevant publications can get your event some valuable publicity. While some newspapers and other publications will allow you to post your event on their site anyway, getting a story published about the event would get it some extra attention. There are three basic rules you should stick to when sending out your press release:

PERSONALISE YOUR PRESS RELEASE

Journalists and editors receive a lot of emails each day from people hoping to get their stories published.

If you don't take a personalised approach, you may not capture their attention and will miss your opportunity. Do some research and at least find out the name of the person you are contacting and try to include some reasons why the story is perfect for their publication and relevant to their audience.



HAVE AN ENTICING HOOK

You can't just write about how great you think your event is going to be and expect it to get published. You need a juicy hook that will make your story a more attractive offering to editors. Are you doing anything for charity? Is there a local community angle you can use? Are there any shocking statistics coming out of your event? If you can



AS A BONUS TIP, TRY USING MORE THAN ONE FORM OF COMMUNICATION TO GET YOUR STORY IN FRONT OF THE RIGHT EYES. SEND IT BY EMAIL, PICK UP THE PHONE AND DON'T LET YOURSELF BE IGNORED!

find that hook, you're more likely to engage the audience and get published.

MAKE IT EASY FOR THEM

Finally, don't expect the editor or journalist to put in any ground work. You want to serve your press release up on a silver platter, ready for them to publish. Attach your press release in a Word Document, PDF and paste it into the body of your email so they have multiple ways to access it. Make sure spelling, grammar and styling are all on point and remember to attach a high-quality image which can be published alongside the article. Leave a note to editors containing any additional information and all your contact details. The easier you make it for them, the more likely they are to run the story.



EVENT INVITATION TEMPLATES

Formal, printed event invitations still have a place in the modern, digital world of today. They will be particularly valuable if you have an older audience who are less tech savvy. However, don't rule printed invitations out for a younger

audience either as nostalgia plays a huge role in engaging younger people.



EVENT EMAIL TEMPLATES

When you send out your event invitation emails, you don't want to overload the recipient with information. Keep it simple and give the essential details such as date, time, location and most importantly, the reason why they would want to attend this event. You can then link to more information on your website or include an area for signing up to the event.

If you are charging for your event, you might want to include 'early bird' prices to encourage faster sign ups to the event. Send these emails out to your existing database of clients, customers or contacts. You can also buy marketing data lists; however, the response rate will be much lower than that of your own, personal list of contacts.

SOCIAL MEDIA STRATEGY

Social Media is such a valuable tool when it comes to event promotion and should be used throughout each stage of the event. But you shouldn't just blindly start posting whatever you want, whenever you want, wherever you want. You need to know where your audience are, what time

they will be active and what type of content will get them engaging.

FACEBOOK

Target audience:

Facebook is better used for B2C (business to consumer) as it is the place people go to for social interaction, research and fun.



Timings:

Studies suggest that the best time to post on Facebook is between 12pm and 3pm on Monday, Wednesday, Thursday and Friday. The best time to post on a Saturday or Sunday is between 12pm and 1pm.

What to post:

Video content is extremely popular on Facebook, as well as more fun content such as Memes. Try to keep your posts visual with minimal written content if possible.

Advertising:

Facebook has very specific advertising targeting. You can target people based on age, gender, location, interests and more.

TWITTER

Target audience:

Twitter is ideal for both B2C (business to consumer) and B2B (business to business) and is the platform where businesses really get to show their personality.



Timings:

Studies suggest that the best time to post on Twitter is between 12pm and 3pm on Monday to Friday (consumers will be checking social platforms at lunch and as the day ends and businesses will be looking to get active on social as part of their marketing strategy)

What to post:

Again, visual posts work well with Twitter but you also have the option to include polls and other forms of engagement on Twitter. Try to start a conversation, ask questions and mention specific people and business in your posts. And of course, don't forget to hashtag!

Advertising:

Twitter also has vast targeting capabilities as well built in tools to analyse your ads performance.

LINKEDIN

Target audience:

LinkedIn is the perfect platform if your event is B2B (business to business). People



use LinkedIn to network and discover updates/events relative to their industry.

Timings:

The best time to post on LinkedIn is in the morning (8am - 10am) and late afternoon (3pm - 5pm) on weekdays.

What to post:

LinkedIn is a great place to post your articles or opinion pieces relating to your event. The type of content may depend on the day of the week though, with informative, inspiring content working better on a Monday and the fun stuff working better on a Friday.

Advertising:

LinkedIn also has some great audience targeting options included in their advertising. Target by job position, industry and more.

In Part 4 of this article, due out in the January 2018 issue of "ie" magazine, we will review the many event promotion resources including Event Press Release Templates, Event Invitation Templates, Event Email Templates and a Social Media Strategy.

Dan Rose is Managing Director of Hampshire based Event Insurance Services, one of the leading providers of all types of event insurance in the United Kingdom. The company prides itself on a reputation built on outstanding personal service and is celebrating its 20th Anniversary this year. Dan has been with the company for nine years and has long been a festival goer himself. <https://www.events-insurance.co.uk>

OF COURSE, THERE ARE MANY OTHER SOCIAL PLATFORMS YOU MIGHT CHOOSE TO PROMOTE YOUR EVENT ON, INCLUDING THE MORE VISUAL PLATFORMS SUCH AS INSTAGRAM AND PINTEREST. IT'S IMPORTANT TO DECIDE WHICH PLATFORMS WILL BE MOST RELEVANT TO YOUR AUDIENCE AND THEN PUSH THE RIGHT CONTENT OUT ON EACH ONE.

