

OUR YEAR

EVENT MARKETING

HANDBOOK



WHO

TARGET AUDIENCE

When planning your event it's important to determine who it's for, as your target audience will inform where and how you promote the event.

Is your event aimed at families? Local residents? Shared interest groups?

Once you know who the event is for, determine where the audiences finds information and plan your promotion accordingly.



PARTNERS

If you have any event partners (for example the venue where you are hosting the event) it is important to engage them with your marketing efforts. Can they share your leaflets and social media content among their audiences?

Harness your partners and other key contacts to help promote your event far and wide.



FUNDERS

If your event has received funding from an external body (for example Arts Council England or the West Yorkshire Combined Authority) you may need to use specific wording when promoting your event that acknowledges this funding.

Make sure to include funder logos on your website and print materials including posters.

Most funding bodies will have clear instructions for how to acknowledge them. If you're not sure then contact your funder for further details.

WHERE

CHANNELS

There are many channels you can utilise to promote your event and it's important to pick the right ones for you.

You don't need to use all available channels, it's better to pick a few that are right for you and focus on developing them.

Website

A website is a good digital base for all organisations, which you can then link to via social media and e-newsletters. Ensure your website is kept up to date and has clear contact details.

You can submit your events to third party website listings as well for further promotion, for example [Experience Wakefield](#). Promotion through other organisation's platforms will increase your events reach to new audiences.

Social Media

Over half the world's population use social media, making it a valuable resource. Social media platforms are free to set up and use, so create a profile on accounts where you're likely to find your target audience. Key platforms we would recommend: Facebook, X and Instagram.

Facebook also has many local community groups. Find these for your target area and join them to post about your events. Make sure to respect the individual rules of each group though and don't spam them.



SOCIAL MEDIA TOP TIPS

- Make sure your handle clearly identifies your organisation
- Create an event hashtag and use it in your content.
- Post consistently so you're not ignored by the algorithms but equally don't over post and spam your followers. x5 posts a week is a good aim.
- Tag partners and funders (E.g. @OurYear2024) who can then share your content to their audiences.
- Make your content visual with nice graphics (using free resources like Canva).

WHERE

CHANNELS CONTINUED

E-Newsletters

E-newsletters allow you to communicate directly with your audience., with those who sign up likely to have a pre-existing interest in your organisation and events. Make your content consistent, visually appealing and ensure you're up to speed on data protection.

Press Release

If you want media coverage of your event it's worth taking the time to write a press release. Keep it short (max 400 words) and ensure it includes key information such what the event is, dates, location and pricing.

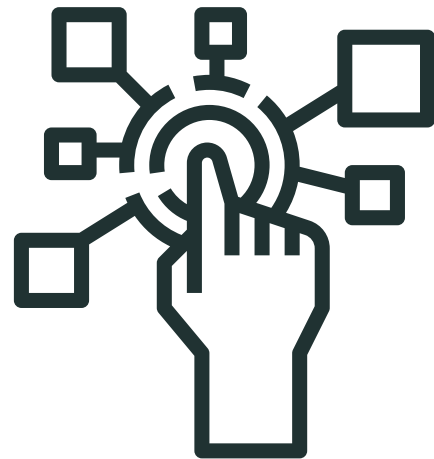
Top Tips:

1. Add short boilerplate copy about your organisation at the end of the press release.
2. Include links to your website in case readers want to find out more.
3. Include your organisation logo and if relevant a photograph of the event.

Print Materials

You can create posters using free resources like Canva, which has many useful templates as a starting point plus stock images.

Find printing companies and compare prices to find the best deal that works within your budget. Once printed ask local businesses in your area to put them up in their venues.



A NOTE ON PHOTOGRAPHY

If your event is likely to be an annual occurrence it's worth hiring a photographer to take professional photographs of the event you can utilise in future promotion.

Not sure where to find a photographer? You can find a list of local creatives, including photographers, on the Creative Wakefield Directory [here](#).

Make sure to gain written permission from individuals who are photographed.



WHY

SETTING GOALS

Why are you planning this event? Is it to engage with your community? Celebrate your organisation? Raise awareness of a specific issue?

Knowing why you're planning an event will help you streamline your goals so you know in advance what you're trying to achieve.

Create around 3 SMART goals (specific, measurable, achievable, relevant and time bound) for your event, which you can then refer back to during the planning, delivery and evaluation of your event.

EVALUATION

Marketing tasks don't end when the event does!

Evaluation is an important post-event task, as what you uncover will help determine whether you met your goals, and if you didn't what could be done differently next time.

Gaining visitor feedback will help inform your evaluation and see how the event was received. You can do this with a trusty feedback form (free to make on Microsoft Forms and other providers).

FURTHER RESOURCES

Below are some external resources with helpful guides, tips and blog posts relating to events marketing and marketing as a whole:

- Arts Marketing Association - [CultureHive](#)
- The Audience Agency - [Evidence from the Arts and Culture Sector](#)
- Digital Culture Network - [Knowledge Hub](#)
- Ticket Tailor - [Blog](#)
- Eventbrite - [Blog](#)

