

promotion

the plan

How will you publicise and promote your event?

The following list is not exhaustive and the appeal of respective elements will be influenced by available budget, lead time, target audience.

Think creatively about how to attract attention to your event. The audience profile and composition will determine your promotional strategy.

Think laterally about how to engage with media.

For example, if your event involves providing skills to young people, try to get some coverage through the education section of the newspaper.

press releases	posters
fliers	postcards
print media	radio adverting
email lists	text messaging
website	internet event listings
office noticeboards	newspaper editorial
tv advertising	tv interviews
magazine calendars	merchandise
your team's networks	programs

When considering printed material, allow for the cost of designing, producing and distribution. Have a schedule for production and design [allow plenty of time as a rushed job will always cost more].

Have final proofreading done by someone [a] known to be good at it, and [b] who has not been involved with preparation of the copy. Check phone numbers and dates repeatedly.

Distribute flyers at other events, particularly those known to attract members of your potential audience, or seek out a 'piggyback' arrangement with someone who is doing a mail-out to your target audience.

Who is your target audience? Whilst you want to gain as much media coverage as possible, be selective about where you promote your event. Concentrate your efforts on those areas most relevant to your target audience.



Don't forget to include acknowledgement of funding bodies & sponsors on promotional material.

Create a list of media contacts followed by a media release containing all essential information - who, what, where, when, why. Assemble support material including images, artist bios and background information.

Maximise publicity opportunities by responding quickly to requests from the media and having people ready to participate in interviews and photo shoots.

free listings

- ⊗ Top End Arts Marketing
- ⊗ Arts NT eBulletin
- ⊗ Arts organisations via their email lists and newsletters
- ⊗ Community Announcement on local radio
- ⊗ Southern Cross Television Community Billboard
- ⊗ D.Life magazine

merchandising

If your budget stretches to merchandise think about what is appropriate. Think about whether your target audience will respond to merchandise and how much they will want to spend. Merchandise can also be used as giveaways in the lead up to the event. Also consider how many people will attend your event when considering how many stickers, pens, hats to produce.