

TOP TIPS FOR PROMOTING EVENTS



Think about who you would like to come along to your event and what they will see on a regular basis. This will guide you as to where you will most effectively promote your event.

- Remember to give yourself plenty of time to promote the event, normally you need at least two weeks but some suggestions below take much longer.
- Consider how big your venue and volunteer team is. Do you need people to book on to the event to make sure that you can cater for everyone? If so think carefully about what details you will put out into the public and make sure you have their permission.
- Agree within your team who is going to promote and in which ways; that way it isn't all down to one person, but you also don't end up doubling up!

POSTERS

Photocopy the poster in your Light Party Pack or download posters from the website to promote the event on notice boards at school, church and in your local community hall, for example. Some shops and restaurants will also put up posters, but just keep in mind who you're aiming your promotion at.

WORD OF MOUTH

Personal recommendations are very effective for encouraging people to attend your event. Could you give a notice at church and ask people to tell their friends?

WEBSITE

Does your church have an events section on its website, or perhaps you have a local community website? Make sure that you have the event details available online so that you have somewhere to direct people to for more information. Anybody who hears about the event is likely to go to your website (or google it) and look for the details.

SOCIAL MEDIA

This can be a great place to tell lots of people about your event, either by creating an event or mentioning it in a post. Keep it short; clearly state the place, time and date of the event with a brief description or link to your website. Remember that this can be seen by everyone so if you are sharing someone's contact details then please have their permission.

LOCAL NEWSPAPER

Use the press release to promote your event in the local paper. Keep in mind that their deadlines could be several weeks in advance of the publication date.

LOCAL COUNCIL PUBLICATIONS

Often local councils have newsletters or magazines that advertise local events and services. Get in touch with them in plenty of time to see when the next publication is being printed.

LOCAL RADIO

Don't forget to let your local radio station know about what you've got planned! They might be able to mention it on their events section, or you could ask to be interviewed about it.

LIGHT PARTY PRESS RELEASE



In the press release below, change the words in *italics* to ensure the release gives the details of your party:

Local church offers fun alternative this Halloween!

Halloween is fast becoming a key date in the calendar, with increasing numbers of children getting dressed up, knocking on doors and asking 'trick or treat?! But if you're not keen on your children doing this then there is another option! Rather than discourage them from having fun with their friends and going out to meet their local community, why not bring them along to our Light Party?

The party is at insert *church name* on *date*. Together we will celebrate light, rather than darkness, this Halloween. There will be lots of games, music, activities and more for the children/young people in our community – you can even come dressed up if you'd like!

So if you know someone aged *age range* then why not invite them to come and join us! Please get in touch with *insert contact and their phone and email address* for more details.

If you are involved in a church and would like to get hold of Scripture Union's free Light Party Pack to help you organise your own party next year, visit the website, www.scriptureunion.org.au/lightparties

---ENDS---

Feel free to insert additional information about your church; you could include church name, address, web address, times and styles of service. It is also helpful to provide the name, phone and email of the person that the media should contact if they want any further information.