



Creative Leicestershire Marketing an Event

Creative Leicestershire provide business support for small arts, design and media businesses

Our services are free and include:

- One to one business advice
- Online directories (w: madeinleicestershire.org.uk;
w: leicestershirecreatives.org.uk; w: artslinknetwork.org.uk)
- Grant scheme
- Seminars and networking events
- Monthly ebulletin of training, funding and networking opportunities
w: creativeleicestershire.org.uk

Understand your event audience

1. Be clear about the target audience(s) you intend to reach
2. Identify where you are likely to get the biggest successes (generally existing or previous audiences are easier to achieve than new ones)
3. Tailor the design and the message to your target audience and look for angles that may have particular appeal
4. Build in a way of evaluating how successful your publicity is
5. Understand who will care and why and build it into the message

Plan Effectively

1. Do a plan – understand the audience/stakeholder, timescale/frequency, channel, how feedback/evaluation will be done, the message required, who is responsible, the budget, whether it is existing or new activity and the priority
2. Identify the best marketing tools and channels for your needs/budget
3. Remember generally people need a minimum of 6 pieces of communication to register a message, let alone take action
4. Consider the effectiveness of each channel. Channels where people can see, hear and interact with the message have the highest recall

Planning checklist

6 months ahead

- Book dates avoiding other national and local events unless they can add to your footfall and type of audience

3 months ahead

- Prepare print
- Send out initial press release
- Enter info on listing sites

One Month to go to the event

- Send out follow up press release

Marketing tools

1. Press release – Formula is in four parts:

1. Headline and title -keep it short, sharp and inviting – 5 or 6 words max

2. First section: one or two sentences giving the important facts – what the news and story is about (an event, opportunity, award, person etc), with relevant dates, times, costs, venues

3. Second section: one or two paragraphs providing more detailed information. Image/s can be included

4. Third section: finish with a call to action – Example; "For more information click here / contact us / book now/ vote now"

2. Flyers – electronic & hard copy

3. Posters

4. Online web directories & listings:

- County Council what's on - gets added to Go Leicestershire website. http://www.leics.gov.uk/index/leisure_tourism/whatson.htm
- BBC Radio Leicester Leisure Time events http://www.bbc.co.uk/leicester/content/articles/2006/01/04/leisure_time_event_form_feature.shtml
- www.leicestersound.co.uk/events
- <http://www.artsinleicestershire.co.uk/> (independent website)
- www.thecq.info (developing site on cultural events in Leicester/shire)
- www.leicester.gov.uk/events
- www.goleicestershire.com – contact info@goleicestershire.com
- www.leics.gov.uk/index/leisure_tourism/whatson.htm

5. Online social networks

Publicise the event via twitter or facebook groups – join relevant groups where you can send out to members and set up your own group of followers

6. Word of mouth

Give your members an incentive to invite people

7. Other networks or events

Who in your group/organisation has other useful networks, or could publicise your event at other events or meetings?

Describing an event in print

- Create a visual brand & reputation: create a logo; use your group's name consistently on everything you do.
- Database of your audience: send them information on each event, make them feel part of it; emails are cheaper!
- Your own website: any expertise in your group? Create a page as part of another directory eg. www.infolinx.org

How do people know it's any good?

- Collect testimonies/comments from your audience and use them in your publicity

Distributing your print

Apart from sending information out through your members, friends and relations, these are services you might use:

- Library Distribution Service send information very cheaply around the County Council libraries, and museums. Tel: 0116 267 8036 http://www.leics.gov.uk/index/community/libraries/library_services/distribution.htm
- SLB Distribution (distribute leaflets into their racks all around Leicestershire). This is a relatively cheap and local service e: enquiries@slbdist.com tel: 0116 251 7419
- Take One also do leaflet distribution in Leicestershire: <http://www.takeonemedia.co.uk/>

Sending out your press release

Press list

- Don't forget local, community newsletters, internal newsletters, intranets
- Ensure if sending by email that content promotes the message and invites the reader to open the document attached. Use the same headline and first paragraph. Ask the reader for their thoughts and thank them for their time
- Follow up with a telephone call if possible within 24 hours
- You may need to issue the press release at twice to engage the reader but use a different subject title in the box

On the day and after the event

1. Collect information on who attended and put someone in charge of storing it – emails are easier and cheaper!

2. Collect information on what they thought – this can feed into your publicity and help you decide what to do next. You must use the two DPA statements.
3. Get photos taken which you can use for publicity in the future. You may need to ask permission of the audience to use photos of them, especially if there are children featured. Give your photographer a 'Permission to use' form to give to parents to sign on the day.