Promoting your event
A guide for promoting events in Eurobodalla
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In order for people to participate and enjoy your event, they need to know about it – what is it, where is it and when is it? You’ll need to publicise the theme and key features to build enthusiasm in the community.

Many groups have a marketing budget, particularly if they’re having a large event. But you can still get some publicity without spending money so you can squeeze as much value from the budget you have.

Here are some tips. Some are obvious and some take a bit of work, but all of them can help you get more people through the gate. And these are only the beginning – see how many ideas you can add.

This publication divides the promotion of an event into publicity, advertising, online activities and social media. It suggests cost effective ways of ensuring your event attracts the audience it deserves.
Getting started

Well in advance, schedule a list of publicity activities, increasing the pace as the event nears. There are many opportunities to promote your event in Eurobodalla. Local newspapers, community radio, hard copy and electronic newsletters, social media, community event boards, information centres and calendar listings can all help to get the word out about your event.

It is useful to bear in mind that marketing experts believe that people need to hear about your event at least three times before they will commit to attend. This means the more you can get your message out in different media, the better.

There are so many options available to reach your audience and these options are constantly evolving. You need to know the strengths and weaknesses of each option in order to decide on the best mix for your event. Compared to traditional media, online media makes measuring event launch results easier and generates low-cost leads. Most importantly, it makes you “findable”. However, while online marketing is powerful, it’s premature to abandon traditional media. For some audiences, the traditional mix of newspaper, posters, radio and flyers may be more appropriate.

The basic starting point for your media plan can be broken down into three steps.

- Know your audience. What do they watch, listen to and read?
- Define your budget – this will determine your reach.
- It’s vitally important to match your marketing goals to the medium most likely to deliver the results you want.

Getting the most mileage out of your marketing budget is the goal of every event.

Before you start

Answer these questions:

- Who are the key people you would like to attend the event?
- Who is your target group?
- How are you going to reach these people to let them know about your event?
- How can you attract attention?
- What media does your target group use?
- What are your budget constraints?

Delegate

Promoting is time consuming and demanding. Have a designated member of your committee take on the task. Whenever possible, identify one person as the media spokesperson so the media know who to contact for more information. A single spokesperson will also ensure consistency in your message.

Work out a timeline

Marketing requires a long lead time even for small events. Typically you will start implementing your promotion plan 5-6 weeks out from your event. This means you will be planning, getting artwork, writing press releases and consolidating databases 6-8 weeks out from your event. Note that for some forms of marketing you will need to be organised months in advance, for example for printed calendars and quarterly newsletters.

Spreading the word

Word of mouth

The very first place to start is with your members and supporters. Use your meetings, regular communications and newsletter to tell them about the event – and ask them to tell their friends, and friends of friends of friends. Don’t underestimate word of mouth. It is a reliable and credible endorsement – a really powerful selling tool.

Sell the tickets or registration

Even better, get all your supporters to carry registration forms or tickets if your event allows. Regularly tally these up to see how many have been sold and ensure the money is coming in.

Email bulletin

Send a mass email to let your members, supporters and business partners know the details about the event – when, where, why, cost, RSVP, tickets, registration, etc. This is very cheap, tells people instantly and they can be forwarded on quickly. Ask your sponsors if they could send information on your event to people on their mailing list, to get the word out further.

Caution: You can issue a reminder but be careful you don’t abuse emails. If you badger people continually, you are spamming them and you could lose a lot more supporters than you will gain.

Fast forward

When you email supporters, ask them to forward information on to anyone who might be interested or add it to an appropriate noticeboard. There are lots of networks out there that you’d never think of yourself.

Let your email market your event

Add a paragraph to your email signature to let people know about your event. Make it catchy and ensure there is enough detail on it so people know how they can get more information.
A press release
Writing a press release is a great way to start promoting your event. Its purpose is to inform the media about who you are and what you do. A well written press release can lead to a variety of publicity.
Your press release might...
• encourage a journalist to write an article about your event in the local newspaper
• lead to discussions about or mention of your event on a radio program
• appear edited on a website
• lead to the appearance in a free listing
• end up on someone’s fridge door as a written reminder

Tip: Use the press release internally! Giving out your press release to all members of the organizing team can ensure a consistent presentation of the event to the general public. This prevents confusion and is strategically important if you seek to establish a specific message for your event.

How to write a press release
Your press release must be clear, concise, newsworthy, informative and of interest to the public. It should not be overtly promotional and written like an advertisement. It should be professional, written on letterhead and a photograph should be attached.

A sample press release is included at the end of this section.

Attracting publicity

Why not ask if you can get publicity for free? Media will often provide community noticeboards for community events and may also give editorial coverage to events which they think are of interest to their readers and listeners. So try to attract free editorial coverage for your event in newspapers or on radio and encourage discussions to spread the word.

Keep in mind that the better you know your target group and their media preferences, the better your chances are of reaching them effectively.

Your press release should be structured in the following way:

Be an absolute maximum of one page — and preferably shorter
A good press release may be published word-for-word, but if it needs to be shortened, it will be cut from the bottom. So if there is only enough room for a four paragraph press release and you’ve written seven, the last three paragraphs will probably go.

To make sure the message comes across, all the important information has to be at the beginning. The first paragraph (or lead) must summarise the rest of the release: what the event is, where it is, when it is, why it’s happening and who is involved.

Have a bold catchy heading
It is important to sell your event well in the headline. The more appealing the title, the more likely that the press release will be read and reproduced. An unusual or original pitch may get your program covered.

Body
A couple of paragraphs should cover the following questions:
• What is the event about and what makes it unique?
• Does it have a special purpose? e.g. is it for fundraising, to raise awareness or is it a competition?
• Where is it being held and when is it on?
• Who can you contact for more information?

Photos
Send a strong promotional image or picture with the press release to selected targets. This can act as another way to interest a journalist in your event and might improve your chances of obtaining a prominent spot in your community listings.
Giant Easter plant sale and family fun day at the Botanic Gardens

Roll up, roll up — the annual plant sale and family fun day is on again at the Eurobodalla Regional Botanic Gardens on Saturday 4 April from 10am! The fourth annual plant sale is set to be even bigger and better than last year’s which attracted more than 2,500 people. For one day only, you can get 25 to 50 percent off thousands of native plants.

Face painters, a jumping castle, acrobats and local school dance troupes will be there to thrill the kids as they wait for the Easter Bilby to hop by, handing out thousands of Easter Eggs. Children are invited to paint their own garden gnomes before they find a new home in the gardens. If your children still have some energy left, head on over to the children’s Play Space. There’s lots of play equipment and wonderful musical sculptures.

You can grab lunch or a snack at the Sausage Sizzle or relax in the garden’s café…. or bring along a picnic and a blanket and enjoy lunch in the tranquil surroundings. Finish this with some delicious homemade cakes from the cake stall.

The plant sale will include a large range of indigenous plants, meaning they have a great survival record in local domestic gardens. So bring along some boxes or even your trailer to pick up some great specials.

All the fun begins at 10:00 am, with the Easter Bilby visiting from noon.

When: Saturday 4 April 10am to 2pm 2015
Where: Eurobodalla Regional Botanic Gardens
Deep Creek Dam Drive, South Batemans Bay NSW 2536
(five kilometres south of Batemans Bay on the Princes Highway)

Admission: FREE

For more information, please contact the Garden’s Visitor Information Centre on (02) 4474 2544, email friends@erbg.org.au or go to www.eurobodalla.com.au/whats-on to check out the events calendar.

Media Contact:
Jane Smith, Event Media Officer
jane.smith@eurocoast.nsw.gov.au
(02) 4474 1000 or 0400 000 000

Attachment:
Photo of Easter Bilby in the gardens surrounded by children in 2014.

Tips:
- Check that they have received your material
- Pitch a story idea
- Set up an interview
- Pitch a photo opportunity
- Ensure that your event will get listed.

Following up

You may wish to follow up your press release with a call to a print journalist or radio producer.

A call gives you the opportunity to...

- Check that they have received your material
- Pitch a story idea
- Set up an interview
- Pitch a photo opportunity
- Ensure that your event will get listed.

Tip: Match your media list to your event. For example, if you are having a gardening expo, it would make more sense to pitch your press release to the producer of a gardening radio show rather than to a sports presenter.

One call is enough — there is not much to be gained but a lot to be lost from pestering members of the media.

Be realistic — does your story idea really suit the publication… and is it newsworthy?
Advertising

Luckily, designing and printing posters, flyers and brochures is possible even on a small budget. You might even be able to get a local business to print or copy some for you, as a form of sponsorship.

If you are drafting an advertisement, make sure you keep it concise. If you say or write too much, you run the risk of overcrowding your message. It's difficult for people to remember more than one idea – particularly in radio or television where they haven’t got the luxury of referring to the ad a second time. Remember who you are targeting and make it easy to understand.

As a general rule: always incorporate contact details and the web address of your event in all advertising or marketing materials to give people the chance to get in touch with you and get more information if they need to.

Business advertising
You may also be able to get some free advertising space from major businesses who advertise – maybe their donation or sponsorship would be free advertising.

Business mail
Ask for a free ride – talk to local businesses that do regular mail outs, or agencies who distribute mail and ask if they could add an extra sheet advertising your event. Local businesses who can’t give you cash sponsorship may be able to support you through distributing flyers.

Newsletters
You can chase newsletter editors who are vaguely linked to your area or your area of interest. This might include school newsletters, progress or community associations, sporting or art groups, clubs or even neighbouring groups whose members might be interested. Many of these newsletters may only be issued quarterly, so make contact early to give you time to get into the next one.

Local politicians’ newsletters
Many politicians send out regular newsletters with information on what is happening in the electorate. Give plenty of notice and ensure you meet the submission deadlines. When placing an ad, ask for editorial or press space as well. The paper might be more likely to print an article about your event if you are a paying advertiser.

Council publications
Council produces regular bulletins to keep residents up-to-date. These include an upcoming events section. Different departments within Council also send out newsletters or emails to special interest groups – for example, sports, arts and crafts, healthy lifestyle, etc. If any of these are relevant to your event, you might be able to get a mention in the newsletters or emails. These bulletins normally need a long lead time but, if you are well organised, you may be able to get your event listed in a publication that goes to all residents or to special interest groups.

Newspaper
Advertising in printed publications
Putting an ad in the local paper can be a great way to get the word out about your event. However, even small advertisements may require a budget.

- Get a rates card from the publication. In most cases this will be available online and will give you the price information you need. Alternatively call the Classifieds. Advertisements are usually costed by size, line or column.
- Find out the submission deadlines and ensure you meet them.
- When placing an ad, ask for editorial or press space as well. The paper might be more likely to print an article about your event if you are a paying advertiser.
- Organise the announcement of your event in the free listing or gig guide section, often called What’s On or Around Town. These “What’s On” sections are either in the body of the paper, in special weekend supplements, or both. People who read these columns are generally looking for things to do, so it’s worth trying to get your event listed here.
- Be sure to submit the text for the listing prior to publication deadline – usually a couple of days to a week prior to print.
- Announce your event at least four weeks out and try to repeat announcement a few times before the event.

Tip: If you have financial constraints but still wish to advertise, let the advertising salesperson know you only have a limited budget. Often publications are interested in a sponsorship or will give big discounts just prior to going to print if they have not been able to sell all of the allocated advertising space.

Designing and printing posters, flyers and brochures is possible even on a small budget. You might even be able to get a local business to print or copy some for you, as a form of sponsorship.
Letter to the editor
Writing a letter to the editor can be an easy and free way to get into the news.
- Read your local paper thoroughly and look for articles with subjects related to your event.
- Address these articles in your letter and make your own relevant point that ties into your event.
- Be careful not to simply write a letter promoting your event.
- Provide full contact details to make confirmation of authenticity easy for the newspaper staff.

Radio
Radio stations will sometimes do interviews with event organisers if they feel that the event will be of value or interest to the community. These interviews can be very powerful as they talk to the organisers who can enthusiastically convey the theme and message of the event. If you are doing an interview, make sure you have a clear message on why people will want to come to your event. And have all the relevant details handy so listeners know who to contact, when and where it’s all happening and how to get involved.

For smaller events, radio advertising can easily blow the budget but it’s worth enquiring anyway. Even commercial radio stations will regularly promote events in the local area at little or no cost - and they are often especially supportive of fundraising events.
Contact the radio station to see how they would like to report on things that have already happened rather than the material to be presented. Then write a personally addressed letter to the presenter, with a written copy of the message on why people will want to come to your event.

Signs and noticeboards
Community noticeboards
- A number of businesses have event boards in their premises where organisers or groups can advertise the date, place and location of the event. Ask at supermarkets and newsagents. Try to make your notice DL size (one-third of an A4 sheet) and make sure it is really noticeable.
- Also you may be able to put a notice up at our Visitor Information Centres in Batemans Bay and Narooma. Tourism members have priority, but if there is room, you may be able to advertise your upcoming event.
- Ask you supporters to put ads on noticeboards outside Eurobodalla. A lot of people come to Eurobodalla especially for an event or may have already planned on holidaying here and would like to join in. While visitors from the surrounding centres like Canberra, Wollongong, Bega, Nowra, Goulburn and Cooma are very common, we also get a lot of visitors from as far away as Sydney, Melbourne, Wagga, the Central Coast and South Australia or even further afield.

Custom made signs
A relatively inexpensive but professional looking sign can be made using the plastic material, coreflute. Coreflute is popular because it’s cheap, weatherproof and portable. A search of the Yellow Pages will reveal a number of sign writers who produce coreflute signs in the Eurobodalla region.
You may also be able to put up banners at the two Visitor Information Centres and at Hanging Rock on Beach Road. To apply to put up your banner at the Visitor Information Centres, call (02) 4474 7465. Banners at Hanging Rock may only be hung up two weeks before the event.

Television
Some TV stations offer free announcements or a community notice board for community events. If you have the budget, TV advertising is also a great way to widely get the word out.

TV news need footage to illustrate their story so they tend to report on things that have already happened rather than on events that will happen in the future. You need to work really hard to get a picture opportunity. Alternatively, you could create a colourful and exciting TV stunt, but this stunt has to be so spectacular that the TV station can’t resist. This is very difficult but the results can be well worth it.

Posters and flyers
Do it yourself
With the increased availability of user-friendly graphic design programs and relatively cheap black and white, and colour photocopying options, DIY posters, brochures and flyers are a useful tool for promoting community events.

When designing your marketing material...
- keep your message short and to the point
- make it really eye-catching
- make it look appealing – a pleasure to read
- it should be in a large font and easy to read, even from a distance
- include all important dates and times as well as contact details.

Professionally produced print materials
If you have a budget to get a poster designed by a graphic designer and printed professionally, refer to the Yellow Pages for a list of graphic artists and printers in your area.
If you are on a limited budget, ask a graphic designer/printer if they would be interested in a sponsorship deal that could reduce costs.

Distributing posters and flyers
Compose a database of cafes, restaurants, shops and community centres that allow space for posters and flyers, and have one or more designated “foot soldiers” approach them. Asking permission of a manager or staff member is not only good manners, it also gives you a chance to promote your event in person to a member of the community who comes in contact with the public on a day to day basis. Don’t forget libraries, laundromats and supermarkets – anywhere people gather.

Note: It is etiquette to go around after the event and take your notices down. Removing your poster and thanking the owner means you’ll probably be able to put your poster up there next time.

Ensure all community notice boards have been considered. As a courtesy to other users, a DL size flyer is preferable when space on a notice board is limited. Don’t forget to check local businesses – maybe they can put your flyer in the lunch room or kitchen.

Warning: Littering laws apply in Eurobodalla. Putting up posters in public spaces, on walls, poles and other fixtures is a breach of local laws and can attract a fine. Check with the Council on (02) 4474 1000 before putting any signs on public property or land.

Magazines
There are a very large number of specialty magazines, most of which have an upcoming events section. Magazines target specific interests such as fishing, camping, running, diving, music, organic food, etc. The big advantage of promoting your event in one of these is that your target audience is already interested in the subject and therefore more likely to read the ad and attend.

You can promote your event through paid advertisements, editorials or listing in their events section.

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Organisations, groups and clubs increasingly communicate to their members electronically and more and more people are going online to get information.

The internet is cheap, convenient and an environmentally friendly way to promote your event. Websites, social networking sites and email can significantly boost interest in your event.

Getting people to forward emails on to other interested people not only increases your audience reach, but ensures your event information is delivered to someone who is probably interested in receiving it.

Electronic newsletters

Eurobodalla e-newsletters

Many community e-newsletters exist in Eurobodalla. In most cases, their main aim is to link residents together to share local information.

Subscribing to them usually doesn’t cost anything and gives you the opportunity to assess their usefulness in terms of being a promotional tool for your event.

Here are some examples:

- Moruya & District Chamber of Commerce & Industry
  chamber@moruya.nsw.au
- Batemans Bay Chamber of Commerce
  contact@baychamber.com.au or phone (02) 4472 7255
- Narooma Chamber of Commerce and Tourism
  http://www.narooma.org.au/enquiries/
- Tilba Chamber of Commerce
  tilbachamberofcommerce@bigpond.com
- Southeast Arts
  seainfo@southeastarts.org.au or phone (02) 6499 2286 / (02) 6492 0711
- The Australian Community Network
  eurobodalla.org.au
  thebegavalley.org.au
  sydneycommunities.org.au
  nswcommunities.org.au
  melbournecommunities.org.au

Tip: Create your own email database of potentially interested parties. When group emailing, remember to BCC the recipients to keep their email addresses concealed.

Online listings

Websites

Eurobodalla Shire Council’s ‘What’s on’ Tourism calendar receives a large number of visitors, both from people outside the shire who may be thinking about holidaying, as well as from the local community, looking to see what is happening. Because of the high number of visits, this is a site you should list your event on. Go to their webpage at http://www.eurobodalla.com.au/whats-on. Scroll to the end of the event listings and click on “Contact us” to add your event.

Calendar listings

Many organisations produce calendar listings that exist as an electronic version or are produced annually in the traditional calendar format. Quite often the organisations won’t charge for inclusions. Find the ones that would be relevant to your target market, for example, a vet surgery’s calendar would be an excellent place to include a dog walking event.

Educational partnership

Get in contact with local schools, TAFEs, universities or other educational institutions to investigate opportunities to promote your event. They may offer courses related to what you do and might be interested in a partnership. You will not only make yourself known to staff and students, but might also get included in their listings for free.

Online magazines

Magazines and newsletters are increasingly being published on the internet as well as in hard copy. Other websites, especially tourism and event sites also include event information. Often you can upload this yourself or contact the site and send them a short blurb about your event.

Tip: Tapping in to online resources to help promote your event is cost effective and allows you to reach an audience you may not be reaching with traditional paper publications.
Electronic communications
Creating an email account
Communication via email is quick, convenient and economical.
You should already have an email account for your event, but if you don’t, create one now. Sites like hotmail.com, yahoo.com.au or google.com provide mail services and give you the opportunity to choose an easy to remember email address (eg southcoasttriathlon@yahoo.com.au). These services are generally free of charge.

To make the most of your email communication, create an online signature that includes your contact details, as well as name, date and logo of the event. This will be attached to each email you send out.

Tip: Keeping your private email address from being published protects your privacy and shields you from unwanted spam mails.

Web presence
The internet offers enormous opportunities to promote events at no or very little cost. In addition, depending on the habits of your target group, the Internet could also be their prime resource for information. It is therefore crucial to have an appealing online presence.

A personalised website
There is a lot of free website design software available. Some examples are KompoZer, GIMP, CoffeeCup Free HTML Editor, Firebug and OpenBEXI. Thanks to increasingly user-friendly programs, many of these don’t require specific IT or programming knowledge.

Your webpage does not have to be complex, but it should look visually exciting. Clearly slate dates, times and locations so people can just come to your event website without having to search for more information. But make sure you include contact details as well, in case people want to know more.

Don’t stop updating your website after the event has taken place. Follow up by uploading pictures and positive quotes about your event, to remind people what good times they had and to get people interested for next time.

Don’t forget to ask for feedback to learn how the next event could be improved. And make sure you regularly update your webpages to keep them current.

Tip: For a professional appearance, using a consistent corporate design is of benefit. Always using the same fonts, colours, logo and design appears businesslike and enhances credibility.

Try to use the name of your event in the URL if possible. This will make it much easier for people to find you. Some examples:
- River of Art: www.riverofart.com.au
- Narooma Blues Festival: www.bluesfestival.com.au

It is important to optimise your page, so that people can find it easily when they search for you. There are quite a few ways to do this, but start with creating unique and accurate page titles. Also, make sure that you use the “description” meta tag. For more information, tips and tricks, do an online search for Google’s Search Engine Optimization Starter Guide.

If you have the budget, you may also want to consider paid advertising. You can do this by writing your ad, and choosing the search terms that will make your ad appear. Research and determine whether you want this ad to run locally or globally. You then set your daily budget and the length of time you would like this to run. This means that whenever a person types in “plant sales Batemans Bay” for example, they will see an ad for the Botanic Gardens giant Easter Plant Sale, for the time that has been nominated. For more information, look at https://www.google.com.au/advertise/how-it-works/ or http://advertise.bingads.microsoft.com/en-au/sign-up.

If you are selling tickets for your event, make sure you include a “Buy now” button so your audience can buy tickets easily without have to look through your site.
Social media

Online communities and blogs
Online communities like Facebook, Pinterest, Google+, YouTube and Instagram are extremely popular, with many millions of users worldwide. Joining is free and allows you to create a profile for your event. You can also create calendar entries and fan groups and invite people to join. This gives you the ability to inform the public at minimal cost about your event, create an image and encourage people to be part of it.

Blogging sites like Twitter allow you to regularly update people interested in your event and can also function as an effective reminder. There are a number of great sites where you can get information on Twitter. One example is http://blogs.constantcontact.com/social-media-marketing/effectively-use-twitter/.

Join in on weekly hashtag (#) themes
A hashtag is a word or phrase (without spaces) which is prefixed with the hash character (#), which allows groupings of similarly tagged messages along with electronic searches. Hashtags are also beacons, which allow users to find and follow or list other users with similar interests.

There are some great sites on the web that can tell you how to use hashtags effectively for your event. One site is https://www.youtube.com/watch?v=Hlxqk0iHp5w. An example of Vimeo instructions is vimeo.com/help/basics.

Get your customers talking
When your customers are talking, you get much greater impact. Ask a question which make people think and see what happens. You may ask a trivia style question which relates to your event, or take a picture of something unusual and ask people to guess what it is and what it’s used for. If you are running a cycling event for example, you might find a picture of some old obscure tool, used for bikes. If you are holding an antique show, you might find an unusual antique and have people guess its value or purpose.

Visual content
People quickly get bored with text. So add a great image or some “infographics” (see examples below). Infographics sound a bit daunting but they can be created quite easily in Microsoft PowerPoint. Google “free infographic templates” and you’ll find a number of good options along with instructions on how to create your infographic.

There are also a lot of tips on using Pinterest to promote events. An example of this is https://www.americanexpress.com/us/small-business/openforum/articles/7-ways-to-use-pinterest-to-promote-your-marketing/.

Create a video people will share
Create a video with great visuals and sound. This will help drive people to your event and will also encourage people to share it with friends. Host it on YouTube and Vimeo – YouTube will give you the large audience while Vimeo has the branding control. Upload it to Facebook to maximise your exposure. A large number of sites provide instructions on loading videos. An example of YouTube, which also looks at descriptions, tags and privacy settings is https://www.youtube.com/watch?v=Hlxqk0iHp5w.

Create a video for attendees
If twitter users are excited about attending your event, ask them to click and tell their friends about it. You can easily place a message on the registration page “Click here to create the code for a customised tweet” and be sure to customise the “tweet text”.

Tell Your Friends You’re Attending!
Create a tweet for attendees

Tell your attendees to tweet “#hashtag”.

Contests
Contests are an excellent way to get attention and get followers, but it’s not as easy as tweeting “who wants to win free tickets?” There are some great sites that can help with instructions and creative ideas. One example is http://www.convinceandconvert.com/social-media-strategy/3-ingredients-in-the-perfect-social-media-contest/.

Video contests
Creating a video takes a bit of effort, so while you won’t get a large number of entries, their quality will probably be quite good. Some of this content can be really valuable in the future as it is created especially for your event. Make sure you have permission to use the video – make this a condition of entry to the contest.

Caption contest
Post a photo or cartoon and ask users to enter their best caption. These can be very funny and will draw more people in.

Giveaways
Giveaways are a tried and true classic because nothing motivates people more than the opportunity to win something for free. Giveaways are quick and easy to enter. You can give away tickets to your event or prizes which are somehow related. Ask for email subscriptions as part of the submission form.

Online ticketing and registration
There are a number of free online ticketing systems. Many of them let you customise your tickets and have options to allow for different fee structures, group discounts and early bird specials. Some of them are also free to use, while others take a very small fee from the customer on each ticket sale.

To find examples, Google “online ticketing systems”, read through some of them and determine what features and functions you need. It is also worth talking to other event organisers to see what systems have worked for them. It is important to see if there are any restrictions – you don’t want a system that can only handle 1,000 tickets when you are expecting 3,000 people.
Promoting your event to people with disabilities

This section looks at how you can promote your event in ways that are accessible for all.

Telling people about access at your event
You will have a lot of information about your event that you can share with people with disabilities.
You may use mail outs, advertise in newspapers or magazines, or even on radio and television. More and more event organisers are using web pages or e-based networks to communicate relevant information.
Each of these methods has access implications for people with disabilities in particular, for example, for people who are blind or vision impaired, people who are Deaf or have a hearing impairment, or people who have learning disabilities.

Top tips for promoting your event
• If you promote your event on a website, check it is accessible and compatible with the range of specialist hardware and software that people with disabilities use to access electronic information. All web pages should comply with the Web Content Accessibility Guidelines (W3C guidelines). Generally pdf documents are not considered to be accessible and should not be the only available format on your website (see Web accessibility initiative http://www.w3.org/WAI/).
• In all your promotional material, ensure the content is finalised in an accessible electronic format such as Word, html or rtf before sending it off for desktop publishing. This will mean that if a vision impaired person requires access to the material it is easy to produce it in a preferred format.
• In your written material use a large font size in a clear sans serif style such as Arial and use a good contrast for text and background.
• Use appropriate language in your promotional material when communicating information to people with disabilities. For example
  • talk about ‘accessible toilets and parking’ rather than ‘disabled toilet or parking’
  • talk about ‘access for people with disabilities’ rather than ‘disabled access,
  • talk about ‘people who use wheelchairs’ rather than ‘people confined to wheelchairs’
  • talk about ‘a person who is blind’ rather than ‘a person who suffers blindness’.

Having made the effort to ensure good access, don’t forget to promote your event through organisations and networks aimed at people with disabilities in order to fully access all possible markets.
More information

Eurobodalla Shire Council
Contact the Events Coordinator
89 Vulcan Street
(PO Box 99)
Moruya NSW 2537
T: (02) 4474 1000
F: (02) 4474 1234
E:council@eurocoast.nsw.gov.au
www.esc.nsw.gov.au

ourcommunity.com.au
Our Community is Australia’s Centre for Excellence for the nation’s 600,000 not-for-profits and schools, providing advice, tools, resources and training. Their website offers information on a range of topics including marketing, insurance and finding grants.

The Ultimate Facebook Marketing Cheat Sheet
Written by Pamela Vaughan to help marketers stay ahead of the curve by showing you the tricks and teaching you the nuances of the various social networks.

Accessible events – a guide for meeting and event organisers
Developed by the Meetings and Events Industry of Australia in partnership with the Australian Human Rights Commission, this guide is designed to help those responsible for organising events and to ensure they are accessible for people with disabilities - whether they are presenters, sponsors or participants. Section 15 includes a list of organisations that can assist you or provide advice.

Appendix: Local media list

Newspaper
Bay Post & Moruya Examiner
Wednesday & Friday
Editorial: (02) 4472 6577
kerrie.oconnor@fairfaxmedia.com.au
Advertising: (02) 4472 6577
megan.garrett@fairfaxmedia.com.au
Community: (02) 4472 6577
jocelyn.righton@fairfaxmedia.com.au

Narooma News
Wednesday
Editorial: (02) 4476 3024
stan.gorton@fairfaxmedia.com.au

The Eurobodalla Independent
Free weekly paper to all towns in Eurobodalla
Fairfax Regional Media: (02) 9478 1200
jocelyn.righton@fairfax.media.com.au

The Canberra Times
Entertainment and Lifestyle reporter
jill.hogan@fairfaxmedia.com.au
Special Publications Sales Consultant
Emily Phelps: (02) 62802176
emily.phelps@fairfaxmedia.com.au
Travel Editorial enquiries
travel@fairfaxmedia.com.au

The Queanbeyan Age
(02) 6297 3033
kim.pham@fairfaxmedia.com.au

Canberra Weekly
Editorial: (02) 6175 8800
news@canberraweekly.com.au
Advertising: (02) 6175 8822
monica.s@canberraweekly.com.au

Radio stations
East Coast Radio 2EC
Power FM (2EEE)
(02) 4472 4888
admin@eastcoastradio.com.au
Community Directory: for community events, telephone, send an email or go to the website 2EC.com.au or powerfed.com.au/coast/news/community.
Information will be used by both stations.
For paid advertising, call them to talk to sales.
East Coast Radio also regularly conduct interviews with event organisers. Call them to see if this is possible.

ABC South East NSW
Bega: (02) 6491 6011
Canberra radio stations
2CA  (02) 6242 1053
2CC  (02) 6241 1911
666 ABC (02) 6275 4555
Mix 106.3  (02) 6123 4106
104.7 (02) 6123 4104

Community Radio Station 2EARFM
Community Bulletin Board (CBB) for events by
not-for-profit organisations.
Office: (02) 4474 5445
earfm@earfm.com

TV stations
WIN TV
Eurobodalla (02) 44712436
Wollongong (02) 4223 4199
Canberra (02) 6234 5699

Prime Television – Southern NSW
Batemans Bay (02) 4472 9938
Wollongong (02) 6933 6300
sales.wollongong.prime7.com.au
Canberra (02) 6242 3700
sales.canberra@prime7.com.au

Southern Cross Broadcasting
Southern Cross Media Canberra. (02) 6242 2400
Sydney: (02) 9650 1010
For free community advertising, contact Community

Online columns
Eurobodalla Shire Council
Eurobodalla Shire Council has an online tourism calendar
where you can provide information on your event.
Scroll to the end of the events and click on
“Contact us” to add you event.
Or call Eurobodalla Shire Council on (02) 4474 1000
and ask for the Event Coordinator.
aroundyou.com.au
An online listing where you can search for events
and activities by type and location.
www.aroundyou.com.au to add a listing

Eurobodalla Holiday Guide
Issued annually.
120,000+ issues distributed in NSW, ACT and Victoria
mainly through visitor information centres. Also in hotels,
parks, shopping centres, tourist attractions, etc.
Major tourist events calendar available.
Paid advertising spaces available.
Phone Eurobodalla Tourism Coordinator: (02) 4474 1345
ect@eurocoast.nsw.gov.au

South Coast Leisure Times
Issued quarterly. Freely available in clubs, resorts, hotels,
visitor information centres, parks along the coast.
40,000 copies issued and website is also popular.
What’s on calendar is not charged. Advertising packages
available and run a number of editorials.
Phone (02) 4455 1244
Ask for Deborah Garland or the South Coast team
info@southcoasteisuretimes.com.au

Imag — Far South Coast
Monthly magazine
Special event packages available.
Can sometimes mention an event if the charity has no
budget. Phone: (02) 6494 2185
info@farsouthimag.com.au

Moruya Magazine
https://www.facebook.com/moruyamagazine

Online media
The Conversation
editorial@theconversation.edu.au

Crikey
(03) 8623 9900
http://www.crikey.com.au

Mama Mia
(02) 9299 9555
info@mamamia.com.au

Magazines (paper and online)