



Promoting an Event

Best Practices:

- Determine your primary goal. Do you want people to attend an event? Purchase your product? Make a contribution? Once your goal is clear, make sure all of your event promotional materials identify and support the goal.
- Identify and research your target audience. These are the people who will respond most positively to your message and provide valuable word-of-mouth buzz. Focus on the people you know well and are interested in the same types of activities and causes that interest you instead of trying to reach “everyone.”
- Get friends, family and anyone interested in your cause to post flyers, fact sheets, posters, and banners in public places.
- Use Social Media to spread the word quickly and inexpensively. Post regular updates on Facebook and tweet about the event and stating specifically what you want recipients to do. As people to repost and retweet your message to reach a broader audience.
- Create a Website page. Keep the design and navigation simple and have someone test the site and provide feedback.
- Post the event on public community calendars.
- Make your advertising materials appealing! Use bright colors, compelling images, and a large typeface to make your posters and banners attractive and eye-catching.

Media Involvement

- Write a one-page press release with a great hook. Capture the reader's attention with a compelling title and first paragraph, but avoid making the press release sound like an ad. Cover the five Ws--who, what, when, where and why. Include your contact information and Website, Facebook, and Twitter handle. Remember that the press release must be written concisely, be newsworthy, be of interest to the public, and be informational (not overtly promotional).
- Prepare a media kit. Include the press release, organizational information, logo, black-and-white print-ready photographs, copies of articles about your event, testimonials from celebrities or past attendees, and a business card. Write a brief, personal letter to the media contact, and put it all in a folder.
- Distribute your media kit to the right people within the local media. Take the time to find the person who reports on your type of event or organization.
- Send your media release to local radio stations for both news and interview opportunities. Also, call in to radio shows that reach the same target audience. While most radio talkshow hosts are opposed to callers using their air time for free ads, they tend to be a lot more sympathetic if callers are promoting a good cause.
- Getting TV coverage is difficult since TV stations need footage for the story, which means they typically report on what has already happened instead of promoting something new. For a first time event, it is best to invite the TV stations to attend the event when it actually and then use that footage to help promote the event the following year.