

Event Marketing in 6 easy steps

STEP ONE: Lock in key event details

Decide the following event details and ensure they are signed off by your team and the venue is booked.

| DATE | TIME | VENUE | TICKET PRICE | HOW TO BOOK | MORE INFO |
|------|------|-------|--------------|-------------|-----------|
|------|------|-------|--------------|-------------|-----------|



STEP TWO: Build a Facebook Event

Build an event on Facebook, use material from the marketing kit so people make a visual connection when they see other marketing for the event. Promote the event with a budget (suggest \$10-\$20 each week x 3 week lead up) targeting people who live in your town and in surrounding places. You can refine this with behaviours and demographics. Keep the event page active by adding content (an image, video or media quote) provided in the marketing kit each week.



STEP THREE: Send Media Release

Send out the media release to local media in your town and surrounding places, link back to the Facebook event and include your contact details. Phone radio and print media to organise a phone interview with the performers. Performers are usually GREAT radio talent.



STEP FOUR: Print posters and flyers

Get them out all over town. Put them in shop windows, at the caravan park, at the swimming pool, at the pub, at the footy club, at public toilets and behind toilet doors in other venues. Think about where your potential audience might be and put a poster there.



STEP FIVE: Promotions and connect with your community

Send out the poster as an eflyer to your email list. Then think about other groups in town that could help spread the word – ask them to send out an eflyer to their database, share the facebook event or put a poster up in their venue. In return you could give them 2 free tickets to the show to use themselves OR to use as a giveaway.



EVENT: Collect email addresses & build audiences (STEP SIX)

If you are not selling tickets online you need to start collecting your audience contact information so you can tell them about the next show coming to town. Email is the easiest way to stay in contact. Think about ways to collect people's email addresses - ask them to add it to the list when they arrive, incentivise this with the chance to win a ticket to the next show (this way you get to talk about the next event and collect their email address!) or reciprocate the support from your promo partners and offer a prize pack with gifts from their organisations.

Make sure you input email addresses and names into an excel spreadsheet so it's easy to access next time around.