

Advertising Your Event Checklist

- Contact your local newspaper. Write an article about your upcoming event and if possible supply them with photographs of the types of activities that you will be running.
- Contact your local council. They may be able to help you publicise your event (if you are holding events for families and young people) by putting out flyers through the school bag system. You will of course have to supply them with the flyers.
- You could leaflet in your local area, but this is often a costly and time-consuming exercise. It is better to target more strategically by arranging to visit local groups and talking to their members about your event. You should take along leaflets/flyers as a reminder of when your event is happening.
- Ask local shops to display posters for you and don't forget to include local libraries. They may also have a plasma screen or some other display screen on which they can electronically advertise your event.
- Contact your local radio station. They will often publicise your event for free.
- You could stage a taster/drop-in session in advance of your event to co-incide with something that is already happening in your area e.g. a craft fayre or country market.
- Word of mouth may seem outdated – but it still works. Many of the people who took part in the stART festivals learnt about them from stART Group volunteers simply telling their friends and family about them. It's amazing how quickly word can spread.
- If you are staging an event for young people, think about getting them on board during the planning stages. They will be able to text / email their friends about the event as well as giving valuable opinions on what they would like to see happen at your event. (This obviously holds true for other age groups as well.)