

Community Cultural Events Kit

Fact Sheet Five: Publicity and Promotion

Effective publicity and promotion of your cultural event is extremely important. There is nothing worse than organising a terrific event and then not getting as many people on the day as you had hoped.

All events need a publicity and promotion plan. To develop your plan, begin by asking – *who is this event trying to attract?* Be honest. Not all events, should, need to, or have the resources to be mass marketed. An event looking to attract a local neighborhood, close to where the event is staged, is going to have a very different publicity plan, to an event that wants to attract people from across southern Tasmania. Both events though, will benefit from a definite plan. Once you have worked out *who* the event is really for, tailor your publicity plan accordingly.

The Publicity Plan

This will include clear ideas of

- *who* you are trying to attract (Young people? Families? Seniors?)
- *what* are *the key messages* you need to convey? These will be determined by what you think will interest your target audience (Skateboards? Boats? History?)
- *how* will you reach your target audience? (How is your target audience most likely to receive their information? – Local papers? Word of mouth? club or school newsletters?)

For example as publicity officer for a local event, you may decide it is a better use of your publicity budget, to print flyers for a limited letter box drop, than spend up on a feature add in the regional newspaper. Likewise community radio, school , neighbourhood or club newsletters, are all worth exploring before committing to commercial media options. Offer access to an event information stall or printed acknowledgements in return for assistance.

However if your event aims to attract a wider audience, across a larger area, then commercial radio and newspapers may be essential

Promotion through commercial media

If commercial media coverage is essential, then keep in mind three possible avenues for coverage.

- Paid advertising will guarantee air time or space in newspapers for your event. You have control over the words and images used to promote your event.
- Editorial stories. These cannot be guaranteed, but will depend upon how interesting you make the story of your event. Try and identify particular journalists and discuss your plans with them. Consider personalities involved in your event and how they can be used. A good press release is essential.
- Community sponsorship. Commercial radio and TV may agree to promote your event for free or at cost in return for sponsorship rights (logos at the event etc.) If

you have an event sponsor who buys paid advertising, you might ask them to approach media outlets on your behalf.

For further information on publicity, see the Tasmanian Bicentenary Promotion Guide attached to this Kit.