



HOW TO PROMOTE YOUR EVENT



- 1** Create a simple invitation. Include the date, times and venue of the event, what will happen and who is welcome to join. Add a picture (you can use one from YEE) and make sure you include a contact number or email address.
- 2** Write to your existing networks. Invite volunteers or members of your organisation and ask any partner organisations to do the same. Let YEE know you are planning an event and perhaps the office can help promote it. Invite your personal friends, colleagues or fellow students.
- 3** Send your invitation to external target groups. This could include schools, gardening clubs, art classes and many others. Contact representatives of these groups and make sure you explain who you are and why you are inviting them.
- 4** Post your invitation on social media. Search for online communities that may be interested in your event and share it there.
- 5** Promote your event through community newsletters, local newspapers and public notice boards. Think carefully about the impact of your promotion – who will realistically see it? Try to avoid printing invitations unless they will have a sufficient impact.



- 6** If you are promoting a big public event, consider organising a flash mob or similar street performance. You will need to investigate licences but, done successfully, it can be very effective.
- 7** On the day, if you still have capacity for more people to attend, tie bright fabric on the doors of your venue. Put up posters and signs to invite passing people to join. Make it seem as welcoming as possible.

