



Event Promotion

Prepare:

- Write out all pertinent details - title, date, time, location, price, description, etc.
- Find one or more well lit, colorful images that represent the event. Best images have a smiling person or people or scenes that reflects the vibe/subject of the event.
- If there are reviews, testimonials, quotes, or articles related to the person, product, or theme of the event
- Keep all of the above information easily accessible.
- Write a one-page press release that includes the who, what, why, when, where and how. Explain the relevance of the event, the presenter, the work, etc. and the relationship to the local, national, or international community. [Here is a handy guide to writing a press release.](#)

Promote:

- **Primary Event Link** - Create or locate the event online, which may be on your own website or on the host or venue website. This is typically the site where tickets are sold or reservations are made. It will vary for each event.
- **Ticketing** – Check out ticketing sites such as, [Eventbrite](#), [Brown Paper Tickets](#), or how you can use [PayPal](#) to accept payment. Try this link for other options to find the right one for you: <https://www.quora.com/What-website-should-one-use-to-sell-tickets-for-an-event>
- **Website** - Add the event to your website, ideally on both the home page and the events page. If you have a blog, it can also be shared there with a short commentary to your audience inviting them to join you and expressing your excitement. Include a link to buy tickets when appropriate.
- **Social Media** - Use the details from the primary event to create an event on your Facebook and Google+ pages. Use the same details and description and always include the ticket link that leads back to the primary event. Then, invite your friends and followers. Also, share this on your personal page and the pages of any businesses, associations, community bulletin boards, or people with a particular interest.
 - Monitor activity on the event page regularly and respond to any comments or questions made on the page.
 - Continue to build a buzz by posting updates and notes periodically.
 - Share the event once or twice a week on both your business and personal pages.
 - Ask your friends and fans to share the event.
 - Seek local and related social media groups. Many communities have multiple groups where people can exchange information, ideas, products, etc. Find those in the area where your event takes place and those that target the audience you wish to reach.
 - Use your images and a link in other social media you use; instagram, twitter, pinterest, etc.
 - Don't be shy! 1-2 times per week is totally acceptable! You will reach different people at different times.



- **Press release** - Send your press release to local/regional news outlets. This includes newspapers, radio, television, and online news and community information sources.
- **FREE** - There are bound to be many local and regional information sources online where you can add your event free of charge. Some possibilities are Chambers of Commerce, Visitors Bureaus, Community Bulletin Boards, local news agencies, etc. A little research can have a broad impact!