



Event Organizer Marketing Tool Kit

1 First Steps

Understand what makes your event special, and who it is aimed at. Try to ensure that there aren't similar events aimed at the same audience at the same time, since this will make it more difficult for you to get a good attendance. Build marketing costs into your budget.

2 Your Audience

Identify your audience, and think about how to get their attention based on the places they might visit, the media they read or listen to. For example, if your event is aimed at families you could contact local schools to see if they could put posters up for you.

3 Timeline

Create a timeline, working backwards from the event date. Note what needs to be done, and plan when this will happen. For example, you may want to write a press release: think about when this will need to be released. If you want to be featured in local newspapers, think about when they will need to receive information. If you don't know, ask them.

4 Media

Use local media in Pickering and Durham Region (see below for suggestions on free online listings). Find a spokesperson to give interviews, and if you've got any local celebrities involved ask them if they would be happy to be quoted. If they have an active social media profile they can help promote the event there.

5 Press Release

At least six weeks before the event send local journalists a press release. You could launch the event with a media call. If there's a performance arranged then the photos or videos of this will help generate interest, or if not arrange for a spokesperson to be interviewed.

Tips for writing press releases:

- One page maximum
- Who? What? Where? Why? When?
- Main message in headline and first paragraph
- Contact details at the end
- Images – with the permission of anyone in a photograph
- A quote
- Follow it up – call to check it's been received
- Background sheets for extra details, for example:
 - List of artists performing
 - Profiles of organizations taking part
 - Map of the area

6 Plan Your PR

Think about the timing of press releases. You may want to release information in several stages, or save up an exciting announcement closer to the date of the event, to encourage people to attend. There may be national events that naturally link to yours – time press releases accordingly. Newspapers or magazines might like to write a feature on your event – get in touch and suggest this. You could organize a competition in partnership with local media, and give free tickets to the event as a prize. Make local bloggers aware of your event, invite them to attend and write a review.

7 Social Media

Use social media: set up a Facebook page and Twitter account. You could also have competitions designed to encourage people to sign up. Link to blogs that have an existing audience who would be interested in your event. Look for social media groups with themes and interests in line with our event. Ask to share your information through their page/feed. Create hash tags that relate to your event, to make your information searchable. Ask your partners / vendors to share promotions and tag your event.

8 Evaluation

Ask your visitors how they found out about your event so that you can evaluate the best ways to reach people, and use this information when planning future events.

9 Promotional Material

There are many types of promotional materials you could use, from flyers to large posters. Make sure you use a consistent design (i.e. the same colours, logos, photos etc.) so that your event is immediately recognizable.

10 Posters

Design your posters so that they can be seen from far away, and so that key information (date, time, location) can be taken in quickly. Posters need to be eye-catching enough to get noticed from a distance and to convey prominent messages quickly and effectively. Focus on the Event Name, Location, Time and online location of your event.

11 Flyers

Flyers reach many people quickly and cheaply. Link to your website or social media page.

You can:

- Post them
- Hand them out at events
- Deliver them door-to-door
- Place them in newspapers or other publications
- Provide them to your volunteers, vendors, and sponsors
- Display them at Tourist Information Centres, libraries, shops, community centres

Also, create an e-version that can be shared online, or by email.

12 Advertisements

You could take out some advertisement space in a local newspaper to generate further interest. Online advertising, through social media, is also an effective way to communicate to and is budget friendly.

Free online event listing opportunities

City of Pickering Events	https://calendar.pickering.ca/
SNAP Pickering	https://pickering.snapd.com/calendar
Durham Region News	https://www.durhamregion.com/durhamregion-events/
Parent Source	https://www.parentsource.ca/events/
Toronto4Kids.com	http://www.toronto4kids.com/Calendar/
Child's Life	https://childslife.ca/events/local/add
To Do Canada	https://www.todocanada.ca/Submission/
NOW Magazine	https://nowtoronto.com/nowevents/add-event
Help! We've Got Kids	https://helpwevegotkids.com/submit-event/
Parents Canada	https://www.parentscanada.com/local/toronto/events-calendar/submit-event.aspx
KX96 Event Listings	http://www.kx96.fm/events
Durham Region	https://calendar.durham.ca/communityevents

Some of the above sites require you to register for an account and offer more exclusive listing opportunities for purchase (i.e. highlighted event listing, or featured listing) or subscription.

Promotion Opportunities through the City of Pickering

Social Media

The City of Pickering operates several social media accounts. Pickering event organizers are welcome to post their events on our wall on facebook or tag us (@pickeringevents) in Instagram / Twitter posts for sharing.

City of Pickering Great Events Social Accounts:

Facebook	https://www.facebook.com/pickeringevents
Twitter	https://www.twitter.com/pickeringevents
Instagram	https://www.instagram.com/pickeringevents

City of Pickering Website Event Calendar

Event organizers are invited to add their events to our web calendar at pickering.ca/greatevents, under the 'Submit an Event' link. The calendar is open to the public and available to all to view.

The City of Pickering will share, post or repost events that are:

- Must be not for profit
- Must be held in City of Pickering, or serve the Pickering Community
- The event must be open to all members of the public

Events will not be shared / reposted if they:

- Are commercial in nature and, in the City's sole opinion are attempting to advertise, promote or sell products or services of an individual or a business.
- Promote, exhibit, illustrate or manifest profane language or content; or obscene/pornographic/sexual content of any kind.
- Do not comply with municipal, provincial or federal legislation.
- Foster, promote, or perpetuate discrimination on the basis of race, creed, colour, age, religion, gender, marital status, status with regard to public assistance, national origin, physical or mental disability or sexual orientation.
- Promote an individual religion or religious service.

Partner Level Events

Events that have an attendance of over 5000 guests, or takes place in Esplanade Park are considered a Partner Level Event. These events are offered the following listing/promotional opportunities:

- Community Page Ad
- Online Partner website listings (FEO, Central Counties, Durham Tourism)
- Curbex Signs (1 location)
- Outdoor LED Media Signs
- Family Calendar (if event is family orientated)
- Leisure Guide

Events dates must be confirmed well in advance, with the Coordinator, Community Partnerships in order to meet the deadline dates for publications.

Other City Resources

Posting in City Facilities:

- George Ashe Library & Community Centre, 470 Kingston Road
- Pickering Recreation Complex, 1867 Valley Farm Road
- East Shore Community Centre, 910 Liverpool Road

Photocopying for non-profit groups up to 2,500 copies per year. Apply by contacting our Legislative Services Department at 905.420.4611.