

A GUIDE TO MARKETING YOUR EVENT



City of **HOBART**



Prepared by the City of Hobart
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INTRODUCTION

Marketing your event correctly can mean the difference between an event that is successful and well attended and one that attracts little or no support from the community.

Marketing is about increasing awareness of your event to persuade people to attend and form a positive connection with what you are trying to achieve.

This guide will assist you to select which options to incorporate into your event planning and marketing.



YOUR EVENT

When starting to plan your event marketing, it is a good idea to write down an outline of your event.

The process of planning your event can also help you refine your ideas, so that you can deliver an event that people will want to support and that is achievable using the resources you have.

‘Why, what, where, when, who and how’ may seem obvious, but it is a good idea to use your event outline as a checklist and to ensure that this information is included in your marketing communications.

“
Good planning I’ve always thought is in the details ... Plan it out, make it interesting, and you’re sure to pull it off!

Eddie Ross
(author/editor and producer)

”



There are several ways that the City of Hobart can support your event.

‘Running your own event’ is a guide produced by the City of Hobart to help community groups run an event.

hobartcity.com.au/Community/Events-and-activities/Running-your-own-event

The City of Hobart has a range of venues that can be hired for community events.

hobartcity.com.au/Community/Venues-banners-and-signage/Halls-and-venues

The City of Hobart has a wide range of funding grants available.

hobartcity.com.au/Community/Grants-and-funding

WHY?

Why are you running the event?

Knowing why you are running the event can help you determine what is important and what is not. Start by listing your objectives—it could be to raise valuable funds for a charity or to raise money for new equipment for your club. You may want to celebrate a cultural tradition. Or, you may wish to promote a worthy cause. This will be useful information for you later on.

WHAT?

What can people expect to see and do at the event?

Here you should describe the activities that will form part of your event. This will help you to better plan for your event and answer important questions such as—what time of day or what time of year would be best for your event, how long your event will run for, how many people would you expect to attend your event, how many people you need to help organise the event beforehand and during the event itself, what sort of catering you need to provide, whether shelter, lighting or car parking are likely to be needed and what sort of budget you need.

What is the name of the event?

It is worth testing your ideas for an event name with others. You want your event name to be descriptive, not too long and memorable. On a purely practical level, you need to imagine your event name on marketing materials such as an advertisement or a poster.



EXAMPLE

- ✗ Solid Foundation’s First Annual National Future Hope Family Fun Marathon
- ✓ Future Hope Family Marathon



Join the fun with healthy HOBART			
16 February to 13 April 2017			
WHEN	TIME	WHAT	LOCATION
Thursday 16 Feb	4.30-5.30 pm (1 hour)	'Have a crack' Rugby League with Melbourne Storm players	North Hobart Football Ground, Cnr Argyle and Ryde streets
Sunday 19 Feb	10-11.30 am (1.5 hours)	'Have a crack' Surf Lifesaving	Long Beach, Beach Road Carpark off Beach Road, Sandy Bay
Thursday 23 Feb	6-6.45 pm (45 min)	Mobility and Stability - weights and fitness	St Davids Park (Davey Street end), Hobart
Sunday 26 Feb	2-3.30 pm (1.5 hours)	'Have a crack' Cricket	Queens Walk Oval, Radson Road
Tuesday 28 Feb	12.30-1.15 pm (45 min)	'Have a crack' Fitness Testing with North Melbourne Football Club players	Parliament Lawns (at south-east lawn), Hobart
Thursday 2 March	10-11 am (1 hour)	Healthy Kids: Fun - Circus Fun - Playgroup	John Turnbull Park, Creek Road, Lenah Valley
	6-6.45 pm (45 min)	Mobility and Stability - weights and fitness	St Davids Park (Davey Street end), Hobart
Sunday 5 March	10-11.30 am (1.5 hours)	'Have a crack' Orienteering	BBQ area at top of hill, Queens Domain, Hobart
Thursday 9 March	10-11 am (1 hour)	Healthy Kids: Create - Imagination Playground - Little Red Art Shed	Fitzroy Gardens, Fitzroy Crescent and Digney Street, Dyrnmae
	6-6.45 pm (45 min)	Mobility and Stability - weights and fitness	St Davids Park (Davey Street end), Hobart
Thursday 16 March	10-11 am (1 hour)	Healthy Kids: Bush Kinder	Sustainability Learning Centre, 50 Olinda Grove, Mount Nelson
	6- 6.45 pm (45 min)	Mobility and Stability - weights and fitness	St Davids Park (Davey Street end), Hobart
Sunday 19 March	10-11.30 am (1.5 hours)	'Have a crack' Tennis*	Domain Tennis Centre (meet at entrance), 2 Davies Ave, Hobart
Thursday 23 March	10-11 am (1 hour)	Healthy Kids: Movement - Kids Yoga	Marievale Esplanade, Sandy Bay
	12.30-1.15 pm (45 min)	Mobility and Stability - weights and fitness	St Davids Park (Davey Street end), Hobart
Sunday 26 March	Session 1: 10-10.40 am (40 min) Session 2: 10.50-11.30 am (40 min)	'Have a crack' Skateboard**	EC Skatepark (North Hobart Cultural Park), 324 Murray Street, North Hobart
Thursday 30 March	12.30-1.15 pm (45 min)	Mobility and Stability - weights and fitness	St Davids Park (Davey Street end), Hobart
Sunday 2 April	10-11.30 am (1.5 hours)	'Have a crack' Heritage Walk	University Rose Gardens, Aberdeen Street, Queens Domain, Hobart
Thursday 6 April	12.30-1.15 pm (45 min)	Mobility and Stability - weights and fitness	St Davids Park (Davey Street end), Hobart
Sunday 9 April	1.30-3 pm (1.5 hours)	'Have a crack' Kite Flying***	Raggett Grounds, Hobart
Thursday 13 April	12.30-1.15 pm (45 min)	Mobility and Stability - weights and fitness	St Davids Park (Davey Street end), Hobart

* Bring your own tennis racquet
** This activity is broken into two sessions. If possible, please bring your own skateboard and helmet (there will be limited boards and helmets supplied)
*** Kites available for purchase on the day for a small fee.

What is Mobility and Stability?
This group exercise session is suitable for everyone from beginners to those who are more active – we will work you at your own level. These are movements designed to improve your mobility, core strength, balance and flexibility. Come on, why not give it a crack and help your body to get moving!

What is fitness testing with North Melbourne football players?
Can you jump higher than Ben Brown? Are you stronger than Jack Ziebell? Come and test your fitness levels against these greats of the AFL.

Project supported by HEALTHY TASMANIA City of HOBART

WHERE?

Where will the event be held?

It is important that you have correct address and contact details, as you will need to share this information in your marketing communications. If the event location is difficult to find, you might want to consider using a map.

WHEN?

When will the event be held?

You will need to communicate the day, date and time of the event. If you need people to arrive at a certain time, then you will need to say so. You may also need to create a timetable of activities that you share as part of your marketing communications, particularly if people will have the option to choose which activities they want to attend.

If you are running a Christmas event, for example, you may have a starting time, but also provide a time for Santa’s arrival, and because you expect children to attend, you might nominate the finishing time of the event.



WHO?

Who is running the event?

It is important that people know who is running the event as this may influence their choice to attend. How important this is depends on who you are, and what the event is.

If you have sponsors or partners, you should include their logos in your marketing communications.

HOW?

How do people participate in the event?

The ‘how’ is very important because you want it to be clear and easy for people to support your event to maximise your chances of success.

Is your event free of charge or will you be selling tickets? How much are tickets, how can people book and then receive their tickets? How do people get to the event—is there parking available or other transport options? Are you providing refreshments or will people need to purchase food and drinks? If people need to purchase items at your event, will they need to bring cash or can they use a credit or debit card?

When considering ‘how’, imagine the audience most likely to attend your event and how you can ensure they are well informed, comfortable, safe and able to have the best possible experience.

“
Whatever you do, do it well. Do it so well that when people see you do it they will want to come back and see you do it again and they will want to bring others and show them how well you do what you do.
”
Walt Disney

YOUR EVENT MARKETING

YOUR TARGET AUDIENCE

When planning an event it is a good idea to brainstorm all of the types of people who may be interested in attending. List them and why you think they would be interested in attending your event. Once you have done this, you need to decide on the key group that you will focus your marketing on—this is called your primary target audience.

Choosing a primary target audience doesn't mean that other people can't attend your event. Knowing who your primary target audience is helps you to prioritise your advertising and promotion effort so that it is effective for this group.

For example, if you were organising a fun-run, your primary target audience might be 'families with young children'. The design of your marketing materials would be bright, cheerful and suitable for families with children. You might choose to place television advertising during family-friendly programs or radio advertising at a time when families with young children are likely to be listening.

When you have selected your primary target audience, worked out where people get their information from, how many people you would like to reach and how much money you have to market your event, you are in a good position to create a marketing budget.



WORKING OUT A MARKETING BUDGET

There are many things that will influence your marketing budget.

- Do you have a limit on the amount of money you can spend on your event?
- Do you expect to raise funds through your event to offset the costs of running it?
- How large is your primary target audience and what are the communications methods that you can use to convey your event messaging?

There are multiple ways you can share information about your event. Some will cost money, others may not.

- **Graphic design.** If you can afford it, it is worth investing in a professional graphic designer to help you create material that fits with your event. Graphic designers are trained in communicating through design, and their design work for your event could make a big difference to how your event is perceived by your primary target audience. A good graphic designer will ensure that your promotional materials are clear, easy to understand and interesting. Not all graphic designers charge the same rate and getting more than one quote is recommended.
- **Advertising** will cost money. You can advertise through the newspaper, on television, radio or via social media. Sometimes community newsletters will accept advertising. You will need to think about where your primary target audience gets its information from and how many people you will be able to reach. You may get better value for your advertising dollar if you negotiate a special arrangement with media outlets so that they receive recognition for their extra generosity. Sometimes a media outlet can create the advertisement for you, and that can be a big help and save you money.
- **Printed materials** will cost you money. Posters can be distributed through cafes, on poster poles and anywhere there is a noticeboard. You may want to produce a flyer if there are ways it can be distributed to reach your target audience. You could invite support from a designer or printing

company in return for promotion of their contribution and this may help you manage your printing expenses.

- **Community service announcements** are short messages that promote a charitable event that is considered of service to the community and are free of charge. If you think your event might be eligible, you will need to contact media outlets and find out whether they run community service announcements and what the guidelines are.
- **Networks and word of mouth.** If you have a list of contacts, send information to your contact list and encourage them to share the information with their contacts. Ask your local service clubs, schools, community groups, gym or sports clubs to put a notice in their newsletter or on their noticeboard.
- **Social media.** If your target audience is likely to use social media platforms then you

can use social media to promote your event. You can create an event page on Facebook and you can ask your networks, friends, employees or family to endorse your posts. A 'like', 'comment' or 'share' can go a long way when it comes to promoting your event.

- **Website.** If your organisation has a website already, you can create a page for your event very easily. This page can be used to house all of the event details and program of activities. Ensure that your event page is easily found from the home page and that the website address is on all of your event materials so that people know where to find this information.
- **Media.** Send information about the event to newspapers, TV and radio stations then follow up with a phone call to ask whether they are interested in the event and whether they would like a photo or interview opportunity.



EXAMPLE

COMMON PROMOTIONAL ITEMS	EXPECT TO PAY FROM*
Print 1000 DL sized flyers	\$300–800
Print 300 A3 posters	\$300–500
Social media promotion	\$10–100
Radio promotion	\$1000 upwards
TV commercial advertising	\$2000 upwards
Advert in newspaper	\$300–1000
Pull-up banner	\$120–200
Signage—one A-frame corflute sign	\$50–100
Signage—one canvas banner	\$300–500
Graphic designer	\$70–200 per hour

*Estimates only—please ask providers for quotes.

SPONSORSHIP

Sponsorship is based on give and take. It is not the same as a handout or a donation. If you are seeking sponsorship for your event it is a good idea to put together a sponsorship pack that can be sent to interested businesses for their consideration. This can be a brief document that clearly outlines:

- the event details including 'why, what, where, when, who and how'
- how many people you think will attend
- what you would like to receive from the business
- what you will provide the business in return (what's in it for them).

Businesses often sponsor events and activities in their local area. Sometimes a business may not be in a position to provide funding to support your event, but may be happy to provide in-kind support. For example, a bakery may be able to provide you with complimentary bread for your event as long as you display its signage.

Some of the benefits that your event can offer businesses are:

- a chance to meet and network with business people or community members that they have an interest in

- the ability to distribute information or a special offer to the people who attend your event
- special seating or complimentary tickets
- advertising signage at the event
- a trade stand, demonstration site or an opportunity to distribute merchandise on the day
- opportunity for their logo to be included on all promotional material
- verbal acknowledgments, in a welcoming address or at other appropriate times.


You should always speak to a potential sponsor by phone or set a meeting to discuss your event and how it could provide benefits for the sponsor. A good sponsorship arrangement is a partnership that provides mutual benefits.

To provide the best result, always make sure that sponsorship logos are displayed as agreed and that the terms of any sponsorship arrangement are made in writing to avoid any misunderstanding. A letter thanking your sponsors for their support and letting them know how successful the event was is good practice and may help you to secure them again.



DESIGNING YOUR MARKETING MATERIALS

To make it easy for people to recognise your marketing materials it is a good idea to have a consistent visual theme carried across all items. The same design should be used on everything from printed items such as flyers, posters and advertisements, to digital communications such as a website, e-newsletter or social media.



TIP

If you don't have the budget for a professional graphic designer, there are some easy to use online programs that can help you create basic flyers and posters.

An example of an easy to use online program that can help you is [canva.com](https://www.canva.com)



Your event outline that includes the 'why, what, where, when, who and how' is helpful now.

It is important that any materials you have designed or communications that you create provide the basic event details and are easy to read. Use your judgement—not every aspect of your event needs to be shared every time. It is common practice to refer people to a website, where full details can be found.

To help you create good marketing materials you should include:

- your event name in a way that is easy to read
- an eye-catching graphic or photograph
- event details—what, where, when, who, how (how much information you provide depends on what you are designing and the complexity of your event)
- website or social media links where people can go to find more information
- whether the event is free or if there is a cost
- how people will register or get tickets for the event
- your logo and any sponsor logos or acknowledgments.



PRINTING YOUR MARKETING MATERIALS

Your marketing plan should include a timeline of your marketing activities to allow adequate time for the design, proofing, production/ printing and distribution of promotional material. See an example of a marketing plan on page 22.

The following is a guide only and it is always sensible to prepare for unexpected delays.



EXAMPLE

EXAMPLE OF EACH STAGE	APPROXIMATE TIMELINE*
Design of each item	2 weeks
Proofing and double checking all details	1–2 weeks
Printing quotes	1 week
Printing and delivery time	2 weeks
Advertising period (ahead of your event)	4–6 weeks

*Examples only—please discuss time frame with participating parties.



QUESTIONS TO ASK

This table shows some of the questions your printer will ask you.

<p>Q: What is being printed? A: A brochure, a poster.</p>	<p>Q: What weight of paper? A: Paper is available in many different thicknesses known as ‘weight’. Often the heavier the stock the more expensive the quote will be. As a guide:</p> <ul style="list-style-type: none">90–110 gsm—light paper such as standard photocopy paper.120–180 gsm—middle weight such as good quality magazine page180–250 gsm—card weight.
<p>Q: What is the size? A: Common sizes include DL, A4, A3 and A2 and these are cheaper to print than unusual sizes. Printers will want to know the finished size in millimetres.</p>	<p>Q: Do you need a proof? A: It is always a good idea to ask to see a proof so you can check that nothing has changed between the final design and when the printer has made preparations for printing. You can receive a digital or a printed proof. This is your last chance to make sure there are no errors that could end up in the printed version.</p>
<p>Q: Is it printed on both sides? A: You will need to specify whether your document has printing on both sides, or if your artwork is single-sided (like a poster).</p>	<p>Q: Delivery address or pickup? A: Picking up your printed material can save you money or you may be able to arrange delivery for an additional fee.</p>
<p>Q: Is it full colour or black and white? A: Often there is little difference in cost between printing in black and white or in full colour.</p>	<p>Q: Turnaround time A: Always check what the turnaround time will be. Often, the longer lead time you give the printer, the better your quotation will be. If you need to factor in a long lead time to get the cheapest price, knowing this upfront will be helpful.</p>
<p>Q: How many do you need? A: The final quote will be influenced by how many of each printed item you require. If you are printing 500 items or fewer it may be cheaper to print digitally. If you are printing thousands or more, it may be cheaper to use a printing press. Your printer can advise on the most economical method. It is good practice to request a quote on multiples of 100 e.g. 200, 500, 1000.</p>	<p>Q: What file types do you accept? A: Most printers these days accept PDF files, particularly if they originate from graphic design software. Your printer should run a check of the file type to ensure that the print quality will give you a good result.</p>
<p>Q: What type of paper? A: There are endless paper types, textures and colours to select from. Most printers will recommend a paper type that is economical and that they have in stock. When selecting paper there are three main options with paper finishes, and these include:</p> <ul style="list-style-type: none">uncoated—a natural finish where ink will soak into the fibres giving a matt finishcoated—these papers have a shiny finish and normally print colours very brightlysemi-gloss—these papers are sometimes a little shiny but print colours well. <p>You may also request recycled paper that is typically matt and can be 100% recycled or a portion of.</p>	



DISTRIBUTING YOUR PRINTED MATERIALS

There are companies that you can pay to distribute your flyers and posters to local cafes and businesses. A simple online search for a brochure or poster distribution company is a good place to start.

Alternatively, you can also make a list of some of the most likely places you would expect your key target audience to visit and set aside a few days to distribute the materials yourself. Always ask the business owner if they would mind displaying your material and always bring your own Blu-Tack. Businesses where people have to wait for a service often display local event materials, such as doctor's waiting rooms, cafes, dentists, sporting clubs and shop windows.

Please note that advertising flyers should not be placed on cars as this constitutes littering under the *Litter Act 2007* (Tas).



The City of Hobart has installed poster poles in the city centre, on the waterfront and in North Hobart. These are free to use and available for you to hang your posters or fliers. The poles work on a first-in, best-dressed principle and you may need to return every few days to paste up more of your posters in case they have been covered by someone else's event.

WORKING WITH THE MEDIA

The local media may be interested in doing a story on your community event, giving you free publicity. The 'Our Community' website (ourcommunity.com.au) keeps a current list of Tasmanian media outlets.

Before contacting the media, you should:

- decide on a spokesperson for your event who is confident and well spoken—imagine what questions journalists might ask and prepare and practise your answers
- refresh your event outline so you have all of the details ready, including why you are holding the event. This is a good opportunity to explain the reason for the event and how the event might contribute to a bigger purpose
- find a human interest aspect to your event—someone or something special or unusual that makes your event unique or interesting
- arrange a visual subject that makes for a dynamic or colourful photo or footage for television.

CONTACTING THE MEDIA

You should write a media release, send it to media outlets and follow up with a phone call to see if they are interested. Do not call newspaper and TV newsrooms at the end of the day as that is their deadline for production, and do not call radio shows while they are on air.



TIPS

FOR A PERSUASIVE MEDIA RELEASE:

- **The headline and first two paragraphs are the most important part of any media release.** The headline gets the reader interested, then you need to win them over in the first two paragraphs. However, stick to the facts, don't make outlandish claims and don't oversell.
- **Outline your event.** Make sure you include the why, what, where, when, who and how of your event. Clearly state the best time for media to attend and what they will see at that time.
- **Points of interest.** Highlight the positives and explain how people will benefit from going to your event and why it is important. Refer to the human interest aspect of your event. Use optimistic and enthusiastic language.
- **Clear and concise.** Keep your release to one page. Use a font size of 11 points or larger. If reporters need more information they can contact you.
- **Check and re-check.** Proofread your release, read it aloud and then have a friend or colleague do the same. You may find typos or other errors while doing so.
- **Send it early.** Email your media release before 9 am. This is when media outlets are planning their day. You can send a media release in advance of your event or send a media release on the day of your event, or both.
- **Contact details.** Include a contact name and phone number/s.

THE MEDIA AT YOUR EVENT

If you do get media on the day it is normal for them to arrive at the time you specified in your media release and to only stay for a short period. You should ensure that you have a spokesperson and other relevant people available to be interviewed at that time, as well as some good photographic or footage options ready to go.

If you do not get any media on the day, it is still a good idea to write a story and submit it to local/community newspapers with photographs.

“

*On leaf of palm, on sedge-wrought roll;
on plastic clay and leather scroll, man
wrote his thoughts; the ages passed,
and lo! the Press was found at last!*

John Greenleaf Whittier

”





SOCIAL MEDIA

If you are already using social media, you are well placed to market your event because there is an established community ready for your information.

If are not already using social media, you will need to do some research before you start. Social media is only a helpful tool if the people you want to communicate with are using it as well. Often, social media is used by organisations just to push information out. Using social media for outbound marketing is only one use and limits its effectiveness. The most successful use of social media is as a two-way communication tool, where you receive and respond to feedback and comments from users. This means you need to set aside time to prepare and post information and images, as well as to respond to comments and messages.

“

*We have technology, finally,
that for the first time in human history
allows people to really maintain rich
connections with much larger
numbers of people.*

Pierre Omidyar (@pierre)

”



FACEBOOK

Facebook can be a wonderful resource that allows you to promote and create excitement around your event. It is also useful to keep people up to date or notify people if there is a change or exciting new development that might be of interest to them.

Facebook is a social tool so it is important to ensure that your posts are monitored regularly and you respond to any enquiries quickly. There is plenty of potential to extend your advertising reach using Facebook, particularly if you can use boosted posts and target audiences.

To use Facebook as a marketing tool, you will need to create a page for your community organisation or event. It helps to 'boost' posts to people in your target market.

HOW TO BOOST A POST

A boosted post is a post from your page that, for a fee, will appear in more people's news feeds, extending the reach of your message.

You can select a budget for your boost. A budget of about \$10 over 3 days should boost your post to about 1500 users, making it a very economical way to market your event. You can also choose your audience. This can be broad (e.g. all people aged 18–65 within 25 km of Hobart) or quite specific (mothers located in Hobart, with children aged between 3 and 6 years old).



INSTAGRAM

Instagram is a highly visual social media platform. All posts must contain an image or video and the visual element is usually the focus, rather than the text accompanying it. Use of the platform has grown very quickly and it is very popular with younger age groups. Popular topics include fashion, food, travel, and lifestyle. If you have quality photographs of your event, they may work well on this platform.

TWITTER

Twitter has a very low take up in Tasmania, however is very popular with journalists and politicians. Twitter is mostly used for fast paced news and announcements, with a limit of 280 characters per "tweet". Users expect responses within very short time frames, so this platform should only be used if you have the resources to monitor it closely.



To understand how to get the most out of social media you can refer to the Facebook business website at facebook.com/business or the Instagram help centre at help.instagram.com

YOUR MARKETING PLAN

Your event outline that includes the ‘why, what, where, when, who and how’ is helpful now.

EXAMPLE COMMUNITY EVENT MARKETING PLAN

Use this example when writing the marketing section of an event plan. Please ensure you plan enough time for each marketing activity. For example, booking the designer’s time several weeks in advance, allowing time for editing and proofreading of documents, and printing and distribution of your advertising materials (see page 14).



INFO

Event name	Celebrate Christmas with XYZ
Event date	Friday 15 December 2018, 6–9.30 pm
Event location	Summer Bay Oval
Ticket price	No entry fee
Marketing key contact	Mary Citizen, 6255 1234, 0123 789 654
Event objectives This is where you explain why you are running the event and what you hope to achieve.	<ul style="list-style-type: none">• To celebrate Christmas with the local community.• To raise money for our community programs and activities.• To purchase new equipment.
Event summary Outline the details of your event	<ul style="list-style-type: none">• What: A community Christmas carols event with performances by community musicians and choirs, theatre groups and Santa. Community performances include culturally diverse communities volunteered through our local schools and our local churches.• Where: Summer Bay Oval• When: 15 December 2018, 6–9.30 pm• Who: XYZ Community Programs Inc.• How: Entry is free but people must RSVP using the online form on the XYZ Community Programs Inc. website. Food and drink will be available for purchase.



EXAMPLES

Marketing objectives

The purpose of marketing is to create awareness of the event so that you can achieve your event objectives. Marketing objectives support event objectives with a focus on what you want your marketing activities to achieve.

- To have 1000 or more people attend the event, primarily families with children, including families from non-English speaking backgrounds.
- To secure in-kind support from sponsors such as ground hire and prizes for the fundraising raffle.
- To ensure our communications reach target audiences, and detail event activities and headline performances.

Communications messages

Key messages are the core messages you want your target audience to remember. With your audience in mind and focused on your objectives, you should work out what headline statements you want understood about your event.

- XYZ Community Programs Inc. is holding a free community event to bring the local community together, including new Tasmanians, in the spirit of Christmas.
- ‘Celebrate Christmas with XYZ’ on 15 December 2018 will feature performances from Summer Bay youth group, Mary Poppins School of Performing, St Happiness church choir, the Vintage Furniture Band, and Summer Bay Secondary School. Santa will make a surprise visit joined by our local volunteer fire fighters.
- There will be food and drink available for purchase on the night, including a stall hosted by Multicultural Women’s Council to raise money for support programs.
- There will be a raffle with great prizes to help us raise funds for our programs.
- Profits from the event will be used for new community dance and art programs, and facilities for older citizens in our community. This encourages fitness and learning, and helps people to feel valued and connected.

Target audience

Having created a list of the types of people who may be interested in attending your event and where they are likely to receive information from, you can plan the types of marketing materials you are likely to need.

TIP: Don’t forget to think about special interest/advocacy groups that could share your messages.

See target audience table on page 24 for more information.

☐ **Examples only** - please fill with your event details.



EXAMPLE

TARGET AUDIENCE

AUDIENCE	WHY THEY WOULD BE INTERESTED	WHERE THEY RECEIVE INFORMATION FROM (HOW TO COMMUNICATE)
Families and children (Primary target audience)	Child-friendly event, Santa will be coming, local schools performing, theatrical performances, not too late (finishes at 9.30 pm) on a Friday night, safe environment	School newsletter Local sports clubs Community groups/associations Church newsletter Community newspaper (article, advertisement) Community radio Poster in local cafes/shops Commercial radio/newspaper/television (paid advertising or community service announcement) Facebook Website
Local residents	Fun and free local event (less travel), meet friends and make new connections within the local community.	Flyer in letterbox (do not place in letterboxes that are marked 'no junk mail') Poster at local cafes/shops Community newspaper (article, advertisement)
Friends of XYZ Community Programs Inc.	Support our cause and help raise money for worthy activities.	Email Newsletter Letter/flyer Facebook Website
Multicultural communities	We welcome new Tasmanians to share in a community celebration and cultural tradition.	Church newsletter Community groups/associations Community newspaper (article, advertisement) Community radio Facebook Website
Summary	Marketing items needed	Brief promotional article plus a photo/graphic Poster Flyer Print advertisement Website page/online form E-newsletter/email Facebook account





EXAMPLE

SPONSORSHIP

SPONSOR	WHAT YOU WOULD LIKE	ESTIMATED VALUE	WHAT YOU CAN OFFER	ESTIMATED VALUE
Ground hire	Waiver of hire fee and free access to power and lights.	\$1500	Logo placement on event flyers, posters and print advertisement. Prominent signage onsite at the event (to be provided at their cost). Verbal recognition in speeches at the event.	5000 flyers at \$1000 200 posters at \$500 Print ad at \$600
Graphic designer	Discounted service fee	\$200	'Designed by company name' on the flyer, print ad and poster in small print. Verbal recognition in speeches at the event.	As above
Travel agent	Gift voucher for travel (raffle prize to raise funds—1 st prize)	\$500	Logo placement on event flyers, posters and print advertisement. Prominent signage onsite at the event (to be provided at their cost). Representative of company on stage to draw raffle. Additional verbal recognition in speeches at the event.	As above
Local bakery	Gift voucher for bakery goods (raffle prize—2 nd prize)	\$200	Logo placement on event flyers, posters and print advertisement. Signage onsite at the event (to be provided at their cost). Verbal recognition in speeches at the event.	As above
Sports store	Gift voucher for sports goods (raffle prize – 3 rd prize)	\$100	Logo placement on event flyers, posters and print advertisement. Signage onsite at the event (to be provided at their cost). Verbal recognition in speeches at the event.	As above



EXAMPLE

MARKETING TIMELINE AND BUDGET

MARKETING ACTIVITY / TASK	ORGANISING <i>Who is responsible for organising this task?</i>	DOING <i>Who is doing this task?</i>	DEADLINE <i>When must it be done by?</i>	COST (\$) <i>Cost of activity</i>
Brief graphic designer and complete design work	Mary Citizen	Better Design graphic design studio	All design work completed by 27 October	\$900
Contact media outlets to learn about community service announcements				
Write newsletter article and media release, update website, social media posts				
Printing of flyer and posters				
Distribute flyers and posters				
Book newspaper advertising				
Provide print advertisement to newspaper				

EVALUATION

It's standard practice to set objectives which can be easily measured to understand whether your marketing plan has been successful.

- Arrange for a head count at your event. You could count people as they pass through the entry point or you could simply do a count once the event is under way and people are settled.
- Include a question on the RSVP online form that asks how people found out about the event.
- Send a questionnaire to key stakeholders such as sponsors, volunteers and other supporters.
- Gather positive and negative feedback received through social media or in person.
- Hold a post-event team evaluation and gather feedback from the event organisers, including things to improve and things that were done well.
- The number of enquiries about the event can help you to understand if your event marketing materials were effective or needed to include more information.
- The amount of money raised through fundraising can tell you how well people supported the fundraising effort.





CITY OF HOBART MARKETING RESOURCES

There are several ways that the City of Hobart can help you to market your event. This support will vary depending on what other promotions and activities the City is involved in.

SOCIAL MEDIA PROMOTION

- City of Hobart Facebook page—this page promotes events that the City of Hobart has provided grant funding or support to.
- Hello Hobart Facebook page—for events in the Hobart city centre.

WEBSITE

- City of Hobart official website—a small event listing for grant recipients only can be placed on the site: hobartcity.com.au/Community/Events-and-activities/Upcoming-events

CITY NEWS

- A quarterly publication to residents of the Hobart municipal area—a line listing in the What's On section may be included.

GATEWAY SIGNAGE

- For major events, a gateway sign may be placed at the entry points to the city. This signage is for the name and date of an event only. Please refer to hobartcity.com.au/City-services/Venues-banners-and-signage/Banners-and-signage for costs and booking details.

CIVIC BANNERS

- Civic banners can be displayed from street banner poles around the city. Please refer to hobartcity.com.au/City-services/Venues-banners-and-signage/Banners-and-signage for costs and booking details.

POSTER POLES

- The City of Hobart has placed Creative Hobart poster poles around the city to display event posters free of charge. These can be found in Collins Court, Collins Street (outside City Hall), Morrison Street and in Salamanca Square.

COMMUNITY GROUPS

- From time to time, the City may be able to share event information through our community networks.

For further information about any of these opportunities please contact marketing@hobartcity.com.au

OTHER RESOURCES

RUNNING YOUR OWN EVENT

A guide produced by the City of Hobart to help community groups run an event.

hobartcity.com.au/Community/Events-and-activities/Running-your-own-event

HALLS AND VENUES

The City of Hobart has a range of venues that can be hired for community events.

hobartcity.com.au/Community/Venues-banners-and-signage/Halls-and-venues

GRANTS FOR COMMUNITY AND EVENTS

The City of Hobart has a wide range of funding grants available.

hobartcity.com.au/Community/Grants-and-funding

GRANT AND PARTNERSHIP ACKNOWLEDGEMENT GUIDELINES

A guide on City of Hobart logo acknowledgement and other marketing requirements as part of a grant agreement with the City.

Distributed by email to all grant recipients.



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