

Event Promotion: Tips for Success

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- **Start early:** Plan and contact local celebrities 4+ weeks and media 2+ weeks beforehand. Reach out to local dignitaries and community partners to save the date as soon as you can. Continue to actively promote up to the event date and be sure to send reminders when you're a few days out to ensure no one forgets to come.
- **Leverage your contacts:** Don't underestimate the power of word of mouth! Tell your friends, family and customers about your event and ask them to pass it on. Also remember to invite local celebrities (i.e. Mayor, MPPs) and other local business owners.
- **Get media savvy:** Inform and invite your local media (TV, radio and newspapers) by tailoring the media advisory template provided. Be sure to mention if any local celebrities, including MPPs and the mayor, are planning to attend.
- **Promote, promote, promote!** Display your banner and print and distribute the posters around your community (but be sure to follow local bylaws!). Approach other local businesses and stores to see if they would be willing to display the event poster too.
- **Give the community (another) reason to attend:** Consider holding a customer appreciation event on the Saturday. Host a BBQ, hand out water, ice cream, and frozen treats. Who could resist?
- **Get Social:** Remember to update your website with the time and date of your event and if you have a Facebook or Twitter account, don't forget to promote your event with friends and followers too!