



Get going on...



Promoting your event

At times our clubs are looking to run an event for the enjoyment of our members and volunteers. Other times clubs are interested in growing their event, which requires some marketing and promoting.

Growing our event does not need to be complicated and may even be easier than you first thought.

What is event marketing?

Event marketing is about working out: Who do you want to talk to (your audience)? What do you want to say to them? What do you want them to do? Once we can answer these questions it is about working out what tools and channels we have to reach them.

For example: You may want to reach participants for a “come and fly” day and encourage them to register for the event, or volunteers and persuade them to help.

Call to action

We have all seen buttons asking, “Read More”
“Sign Up”, “Buy Now” on various websites, pos
and emails prompting you to act. These

are “Call to Actions” and all good marketing should include these types of options to support your event/program/product.

Promote call to action by clearly stating what you need the audience to do immediately and ensure your call to action takes the viewer to all the relevant information they need to do so.



Having a Plan

To get the best outcome for your marketing, it is important to create a marketing plan for your event/program/product. No two plans will be the



same, although they also do not have to be complicated as long as they broadly cover pre-event, at-, and post-event marketing.

Pre-event

What do you want the reader to know? Once you have identified your target audience (who do you want at the event?) and define your key messages (what you want them to know about the event, including the date, location, opening times, how to sign up, any costs, etc) you can start pre-event marketing.

This might include a **series** of social media posts about your event, including how to sign up, etc. You may even partner up with local businesses that support your club and see how you can support each other in marketing the business and the event. For instance, you may be having a BBQ lunch, and the local butcher is providing sausages free or at a reduced cost.

At-event

Marketing your event as it is happening is also important. Building anticipation with setting up, volunteers, and reminders is a great way to get people excited for the event and confirm it is going ahead. Once the event has started use photos and videos to create excitement and a “fear of missing out”. Remember to use hashtags that include your town, gliding, sponsors, and words specific to your event such as cross-country, girls fly too, and come and fly.

Capture immediate feedback from attendees with online surveys, feedback options, and polls.

Post-event

Reflecting on the success of your event with specific highlights, testimonials, and most importantly “thank you” posts is a nice way to finish the day/weekend.

Look out for...

Get Going On... *Designing an event flyer*

Get Going On... *Writing press releases*

