

MARKETING AND PROMOTION

The marketing and publicity of your event is crucial to how successful it will be.

Thinking clearly about who your intended target audience will be will help you decide the best ways to advertise and get your message across.

A really good way to think about this is to start with the 4 Ps. The 4 Ps are known as the marketing mix and help plan your advertising and marketing to appeal to your target market.

One of the first questions you should be asking yourself is, "Who is our target visitor group for this event?" e.g. families, over 25s etc.

Product

- What is your event?
- What are its key elements?
- What experiences will it deliver?

Price

- What is the admission cost to attend your event?
- Is everything included in your ticket price, or are there separate activities that are charged for too?
- Do you need to set a range of prices to attract different audiences and maximise your visitor numbers? E.g. Family tickets and concessions such as disability and student rates.
- Do the prices make the contribution you want towards recovering your costs?

Place

- Where does your event take place?
- How do you get to the event? Can you promote local accommodation options, other local events and activities when communicating information about your event?
- Is it accessible?
- Is there parking and good links to public transport available?

Promotion

- How do you promote your event?
- What advertising, , activities will you undertake to ensure the word is spread to your target audience? e.g. websites, press release, local papers, radio and social media