

How to promote your event

One of the fundamental elements of creating an event, exhibition or performance is the engagement of the public in the work. Simply put, you need an audience. Guernsey has a small but dedicated audience who support a wide variety of arts' events, but you need to let them, and the wider public, know about your event. Here are a few ideas and tips to help you spread the word without breaking the bank.

The basics...

Although it sounds obvious, you need to tell your audience **what** they are coming to see, **who** is doing it, **when** and **where** the event takes place, **how much** it will cost them to attend. It is also good to include **contact details** for more information, and a **tag line**. Tag lines are designed to 'sell' your idea in a short, snappy sentence (it's not essential to have a tag line, but it can provide identity across all your marketing, and tell your audience briefly what to expect.)

Flyers and Posters

Make sure you include all the basic information **and the GAC logo (this is a condition of your grant)**. Think about the way in which you display it, and what might appeal best to your target audience. Less is usually more when designing flyers and posters; you want your potential audience to get all the information quickly, so clarity of wording and design is important. Flyers and posters do not have to be expensive to produce. You can use a word processing programme to put this together and then photocopy. The Guille Alles Library, Rex Printers, The Guernsey Press Shop and Cobo Village Stores all have public copying facilities that can be utilised for a small fee.

Where to display?

The following places will accept GAC logoed posters:

Candie Shop (Bridge), All Charity Shops (Bridge), The Bookshop (Bridge), St Peters Post Office, Arrowsmith (St Peters), Styx Community Centre, Army & Navy Stores, Cobo Chippy, Cobo Post Office, Kindred Family Centre, Carrefour, Perruque House, The Surf Shop (L'Islet), North Youth Club, Manzurs, Arrowsmith (Pollet), Sound and Vision (Pollet), Redape, No.19, Guernsey Press, Sail or Surf, Guille Alles Library, Music shop in Mill Street, Art Collective (Mill St.), Saiko, Contree Mansell Stores, Ashanti Piercing, Kendall Guitars, DeeCaf, Shine, St Martin's Community Centre, Vale Douzaine Rooms.

This list is not exhaustive, and you can always ask friends and family to display the poster in their cars and at their place of work.

How to write a media release

You should always aim to gain at least one piece of media coverage of your event, and this means letting the media know it is happening. A well written media release is the best way of going about this, and can make for easy content for the local media. As well as all the **basic** information you should include:

- a catchy **headline**
- a **quote** from the event organiser, headline act or high profile supporter of the project
- an **explanation** of why the event is exciting. It is good practice to include the names of any **sponsors** you have secured for the event (including the GAC)

You should also include **notes to editors** which are not for publication. These should give the editor information about who to contact for an interview and their availability, when they can come and take photographs and any other information you think is relevant, but do not want to include in the main text. Also ask for your event to be included in any *What's On Diary* available. For printed media it is also handy to include a word count of the media release (not including notes), and try and keep it to one A4 page.

When to send your media release

This is tricky. Too early and there is the risk the event will be forgotten about before it happens and too late there may not be schedule time / issue space for your piece to run. No more than 2 weeks in advance is perfect for a small event, with perhaps 3 weeks for a larger one. If you are hosting a large public event you will need to contact the media several months in advance. In this instance it is best to phone each media provider and try to arrange a meeting to discuss coverage.

What's On Guides

Many of the local media providers offer a free What's On guide available to advertise **charity** or **not for profit** events. If your event falls into this category make sure you take advantage of this free service provided by The Guernsey Press, BBC Guernsey, Island FM, The Globe and GBG Magazine (GBG is a monthly publication so make sure you send your information in early).

Internet

The internet is another great way of promoting your event. **Social networking** sites such as Facebook and Bebo offer a platform for inviting online friends to an event. If you have a **website** or **blog** (you can easily set up a blog via www.blogspot.com) make sure the information about the event is up to date and prominently displayed. Try including your event info in your **email signature** which you can set to be included in every email you send.

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