

# Handbook for Promoting Local Events



Earl's Court Community Trust

## **Introduction**

Getting an audience for your event can be challenging. There is no one tool. It requires a strategy on as many fronts as possible. Here are a few tips you may wish to try.

### **1. The Court**

#### **The Court Newsletter**

The Court newsletter comes out every two months and carries a listing of all local events. Sometimes the editor will do a special story for your event. The copy has to be into the office three weeks before the end of the month before the newsletter is published. The Court is distributed to homes and businesses throughout Earl's Court.

#### **The Court website 'Welovethecourt'**

The Court website features a place where you can find the PDF of the current newsletter and notices about a few special events. You can circulate the PDF to your target audience.

#### **The Court enewsletter**

Once a month, a special The Court e-newsletter highlighting a few special events goes out to a large list of 10,000 (?) local people. You can ask for your event to be advertised there.

### **2. Good Design**

Good design for your poster and ad is essential for your publicity campaign. If you have a publicity budget, you can get help from a professional designer. Otherwise, look around the streets of London for ideas that you can use or online on websites such as 'postermywall'

### **3. Posters**

A nicely designed poster is a good way to get your message out. Businesses are not likely to display your poster in their windows, but they will often display them inside. Some good places include:

1. Pubs- Ask the manager. The Kings Head and The Scarsdale Tavern in Edwards Square have been helpful.
2. Cafes
3. Garden railings – ask the garden committee first.
4. Railings of amenable residents
5. Others: Rassels, St Cuthbert's Church notice board and website, Earl's Court Health Centre, Brompton Library, doctors' surgeries, schools, shops in Kenway and Hogarth Road

### **4. Flyers**

Copies of a small version of your poster are useful for leaving out at events and in key spots such as the Brownie Box cafe. You can also post them through residents' letterboxes - in small amounts because people usually throw them away.

## **5. Email**

Several groups and individuals in Earl's Court have substantial email lists and are willing to use these to disseminate your information about an arts and culture event. They might ask you to reciprocate by sending to your email list information about their event. Email holders include:

The Earl's Court Community Trust (Contact .....

The Earl's Court Society (Contact:.....)

The SW5 Theatre Group (Contact [SW5theatregroup@gmail.com](mailto:SW5theatregroup@gmail.com))

Toby Brown TLC (Contact.....)

## **6. Local Councillors**

Local councillors publish a monthly e-newsletter which goes to their many hundreds of local constituents. Once you have developed a relationship with them, you might ask them to publicise your event in their newsletter.

## **7. Cross advertising**

It is always good practice to support the events of the people you want to help you with publicity. Then when you attend their event, they will be happy for you to distribute information about your event. You can also try handing out flyers at events similar to yours.

## **8. Two- sided Flyers**

Some organisations such as Age UK might publicise your event on the back of their event flyer if they think it will be of interest to their clientele. You can reciprocate by advertising their event on the backside of your flyer.

## **9. At Other Events**

Always look for opportunities to advertise your event at other events, either through an announcement, a flyer on chairs or at the ticket desk, or by chatting people up. These are the people who like to go out and are a good target for other events.

## **10. Word of Mouth**

Word of Mouth is probably the most dependable way of getting publicity for your event. Friends and family come first, then contacts you make. Start to develop your own email list that you can use every time you have an event.

## **11. General**

There are 10 local newspapers that reach residents of Earl's Court. Some have free listings, others take paid advertising and others will write a nice story for you if you develop a relationship with them and provide some good copy for them to use.

Ici Londres is a monthly French publication with listings. There are many French people in Earl's Court. If you think your event would be of interest, try Ici Londres. Their lead time is 6 weeks.

Age UK Kensington newsletter goes out every month.

## **12. Social Media**

Facebook - A huge percentage of people in Earl's Court are on facebook. Ask people to put your ad on their wall or send it to their e-list.

(This section needs to be developed a bit more)

## **13. And finally**

If you have tips to help others advertise their event in Earl's Court, please let us know by emailing:

Earl's Court Community Trust 1A Nevern Place, London October 2015

(Sharon Robinson October, 2015)