

Celebrating a Queensland for All Ages

Promoting your event

Event promotion is a lot like gardening. Start by sowing the seeds of your ideas and caring for your garden by fertilising with marketing and promotion. Below are some tips to consider when promoting your event.

1. When advertising your event, it is important to look good not only on paper but online as well. Make a visual impression by using strong, striking images.
2. Be brief and concise by providing the reader with the key details of your event.
3. If you are advertising in local monthly publications, inquire ahead of time about their deadlines. Some publications require your information a month prior to the distribution of the publication.
4. Media contacts are great. Think about contacting your local radio, television stations, and newspapers to promote your event. You can highlight their support by placing their logos on your event flyers, allowing them to set up promotional banners and mentioning their support at your event.
5. Utilise online calendars like the **Queensland Seniors Week online event calendar** at www.qldseniorsweek.org.au. The calendar enables people to search by accessibility, dates, key words, and postcodes. The calendar is also viewable by day, week, month, listing and map view. The calendar links directly with Google Maps and will allow your attendees to obtain directions to your event.
6. Word of mouth is the most powerful form of advertising.
7. Promote where your audience is, not just where the event is being held. Consider promoting to the wider community and through networks.
8. **Celebrate!** Queensland Seniors Week is an opportunity to unite Queenslanders of all ages to join and celebrate the valuable contributions people make in our communities.
9. Don't forget to acknowledge everyone involved.