**Marketing and Publicity Factsheet**

This guide is designed to help and support you market your event. The factsheet has useful contact details, website links and tips from press releases to print, twitter to timescales, it is an overview guide for events of all scales and sizes.

**Audience**

Know your audience! Vital for both one off and recurrent events.  Ignoring or being ignorant of audience preferences and expectations can affect both the initial draw and subsequent return rates, and may well result in there being no audience at all. Thinking carefully about who your audience are, or are likely to be, can have a significant effect upon the ultimate success of your event.

A useful tool can be to split the different groups within your target audience into order of priority or significance. Identifying different groups will then inform decisions you make as part of your event promotions.

It is also important to remember to keep a record of where you market your event in case there are alterations and you need to ensure you can inform all channels of communications such as cancellation, weather warnings, sell out of tickets etc.

**Publicity**

If your event is sponsored, remember to name your sponsors in any publicity. Check if they want you to use their company logo and how it should be applied.

Please notify the events team of any other possible sponsor you may attract to ensure they are suitable.

If Lampton GreenSpace 360 (GS360) is a sponsor, there is an approved way to carry the GS360 and London Borough of Hounslow logos. Please request the logos from the GS360 Communities Manager, as approval will be required before any marketing is circulated.

**Writing your own Press Release**

Keep the information short and succinct. Remember always to include who, what, where and when. Write in short paragraphs and use simple words. Put the most important facts first and include the name, telephone number and/or email of a contact who can answer any further questions. Press releases need to be ready three weeks before the event and submitted to the relevant reporter/editor.

**Critical information**

Title:

Where:

When:

Description: 50 – 100 words

Tickers/Cost:

Website:

Email:

Call:

Facebook:

Twitter:

Disabled access:

How to get there/Travel details: *(www.tfl.gov.uk)*

Sponsors/Logos

For the editor: Your name, contact number and email address in case anyone needs clarity or has any questions about your event.

Have an editorial drafted to follow up the event to share your success, include numbers who attend, quotes from attendees and positive comments. Submit this with 3-5 strong images to the editors for coverage.

**Hounslow Council communications**

*Hounslow Matters* is Hounslow Council's quarterly magazine for all local residents and businesses. Featured online and in print. The magazine is full of useful community news, about the services that matter to residents and people who work within the borough. Copies can be obtained from council receptions, leisure centers and libraries.

**Invite the Mayor of Hounslow to your event**

The Mayor welcomes invitations to attend events held by organisations in the borough. However, due to demand, it may not be possible to attend every event to which the mayor is invited. It is recommended that you submit your invitation at least 2 weeks before the event.

Please read the mayoral protocol guidance notes for event organisers. Once you have correctly submitted your information, your invitation will be sent to the mayor’s office for consideration.

**Councilors and Democracy**

If your event is taking place on a park or open space that GS360 manages on behalf of Hounslow Council, the GS360 Communities Manager will notify and consult with local Councilors. You can also invite them to attend or even open the event.

**Social Networking**

Twitter and Facebook both free and effective marketing tools. Add pictures and short, interesting stories. If you want to include a website visit [www.tinyurl.com](http://www.tinyurl.com) where you can shorten your website links to be included in tweets and posts.

Follow us and tweet to us @HounslowCulture, @LbofHounslow, @lampton360

Like us on Facebook: Hounslow Culture, London Borough of Hounslow

Create a catchy #hashtag. Tweet to local people of interest and invite them along! It is also a great way to get live promotion on the day to encourage people to join in plus get feedback and comments. Other people will help promote your event if they feel included in the process, so spread your web wings and start talking!

**Libraries and Park Notice Boards**

Submit A3 and A4 posters to the GS360 Communities Manager for them to be displayed in the noticeboard of your event site, and 11 libraries in Hounslow.

**Local community websites in and around Hounslow**

The local websites listed below publish weekly e-mail newsletters to thousands people and each of the following covers and promotes activities and events.

|  |
| --- |
| [www.ChiswickW4.com](http://www.ChiswickW4.com) [www.ActonW3.com](http://www.ActonW3.com) [www.HammersmithToday.co.uk](http://www.HammersmithToday.co.uk)[www.BrentfordTW8.com](http://www.BrentfordTW8.com) [www.EalingToday.co.uk](http://www.EalingToday.co.uk) [www.ShepherdsBushW12.com](http://www.ShepherdsBushW12.com)  |

**Listings**

Free, online listings are a great way for free advertising. Listings can be submitted 6 months before the event and can attract local and national interest. A select few are as follows:

|  |
| --- |
| * View London
 |
| * Time Out London
 |
| * Visit London
 |
| * London for Free
 |
| * London Parks
 |
| * London Parks & Green Spaces
 |
| * Netmums
* Primary Times
* All In London
* The Best of Hounslow
* Where Can We Go?
* Locallife
 |

**Other Advertising Space**

The below ideas do have additional costs and therefore should be carefully considered when setting out your budget and working out what will reach your target audience most effectively. These costs are not provided by GS360 and are just suggestions.

**Roadside posters**

If you wish to put up banners on railings please request permissions from the Hounslow Highways Team.

For banner permissions in Parks and Open spaces email [events@hounslow.gov.uk](file:///C%3A%5CUsers%5Cjason.sykes%5CAppData%5CLocal%5CMicrosoft%5CWindows%5CTemporary%20Internet%20Files%5CContent.Outlook%5C9000DG3I%5Cevents%40hounslow.gov.uk), or contact the GS360 Communities Manager. If permission is granted you may display a banner two weeks before the event and the banner must be removed 24 hours after the event has taken place.

JCDecaux roadside posters that can be used for marketing campaigns. Roadside posters need few words with a strong image and the website address. For more information call 020 7298 8000 or email the Product Marketing & Events department marketing@jcdecaux.co.uk

**Bus advertising**

Advertising on Hounslow buses is a strong campaign to ensure your event is seen across Hounslow and neighbouring buses. Bus adverts also need few words with a strong image and the website address.

**Photography**

There is a general assumption that an event open to members of the public takes place in a public space and that individuals whose image is captured in general views of the event have only the rights they would enjoy anywhere else in public.

Photography is a brilliant way to capture the atmosphere and audience of the event. Images can be used for press releases, website and online marketing plus marketing for future events. Ensure you take photos in hi resolution for high quality results!

If budget can stretch then a videographer captures the sounds, sights and feel of an event and is great to use online and to show partners and sponsors.

**Child Safety**

If you intend to use photographs for publicity, you should check with any individuals when you take their photograph that they consent to the result being used for publicity purposes. This is especially important where children, minors and vulnerable adults are involved. No photograph of a child should be taken or used without the consent of the parent or guardian.

A photograph permissions slip can be provided for you to use at your event to gain permissions from a child or vulnerable adult’s parent or guardian.

**Evaluations**

Capture feedback and contact details from your audience. Have a simple 1-2 sided questionnaire and ask volunteers and staff to get attendees to complete including Name, Age category, Postcode, favourite aspects of the event, what to improve on etc.

Encourage feedback by offering an incentive such as prizes for completed evaluation forms. The can be used as part of your editorial release following the event, for sponsors and for future event planning.

Electronic surveys such as moneksurvey.com are free and easy but require people to do once they have left the event.

Statistics and feedback is crucial when developing events and activities and promoting the event to potential sponsors.

**Funding and Assistance**

**Arts Council England**

Information about grants as well as several other information sheets on events:

www.artscouncil.org.uk/funding/index.php.

**Awards for All**

A lottery grant scheme for local communities: [www.biglotteryfund.org.uk/funding/awards-for-all](http://www.biglotteryfund.org.uk/funding/awards-for-all)

**Council grants**

The councils corporate Funding Strategy 2011-2015 sets out a range of funding and other support they offer to voluntary and community sector organisations providing services to Hounslow residents. This includes a programme of commissioning and a number of grant funds available throughout the year.

**Charities**

For information on registering as a charity: www.charitycommission.gov.uk

**National Lottery**

A joint website run by all Lottery funders in the UK. This site allows you to search information on current funding programmes across the UK: [www.lotteryfunding.org.uk/funding](http://www.lotteryfunding.org.uk/funding).

**National Association for Voluntary and Community Action**

Includes advice, information, funding, publications, training, events, news, resources and a directory of local groups throughout UK: [www.navca.org.uk](http://www.navca.org.uk).

**PRS Foundation Awards**

Funding for festivals: [www.prsformusicfoundation.com](http://www.prsformusicfoundation.com)

**Voluntary Arts Network**

In the publications section are several leaflets with advice about funding and running your event [www.voluntaryarts.org](http://www.voluntaryarts.org)

**Comic Relief funds**

Support organisations with the people, ideas and ability to tackle complex problems and create positive social change across the UK. Comic relief also welcome proposals from projects that use sport to transform lives.

For further information visit: <http://ukcommunityfoundations.org/programmes/comic_relief/>

**Local radio stations**

There are several local radio stations in Hounslow and West London. It is worth sending your news releases to them for coverage of your event, they might list it on their website listing or evening live on the radio.

* **Jackie Radio 107.8FM**

Office: 0208 288 1300

Studio: 0208 288 1078

Email: studio@radiojackie.com

* **Radio Hayes**

Office: 020 80 99 2226

Email: office@hayesfm.org

To attract a wider audience look at neighbouring boroughs and national or even international radio or newspapers.