



marketing tips for a successful evening

INTRODUCTION

We don't all have the resources of Persil, Coca-Cola or E-bay.

This flyer is designed to help you, the organiser, get the most from your marketing budget and sell as many tickets as possible for your event.

After all, the more people attend the event the more people there are to buy refreshments!

KEY QUESTIONS

Before embarking on your marketing plan there are some key questions to ask:

Who is your target audience?

Are you speaking to school children or to adults?

How can you best communicate to them?

What works best? Leaflets, adverts or word of mouth?

What is your budget?

You need to set a figure (e.g. £20 or £50..) Once that has been decided you can decide the best methods that you can afford.

What is your objective?

How many people do you want to come? Then, on the night you can see how successful your event has been and perhaps learn from it.

Press Release

Classified Advert

LOCAL PAPER

Local journalist, free ticket
in exchange for free publicity

PRACTICAL TIPS

Apart from using the local press (which will often give you free publicity) why not try:-

- Asking the local newsagent / shop to hand out flyers to customers or drop them through letter boxes on the paperround?
- Putting posters in shop windows, on school / college notice boards
- Making announcements at assembly or at the student union bar
- Mailshots to parents with other school notices'

FLYERS

ANNOUNCEMENTS

POSTERS