

How to...

...publicise your event

After all the hard work involved in getting your event together, it is sometimes easy to overlook the fact that getting the word out to people is of vital importance and needs to be planned from Day One.

Plan the right moment to publicise your event. Too early and people will forget - too late and people will be already booked up.

Networks Make use of all the networks you can. Contact Transition Town Kingston so that we can post a notice on the website and write a description of your event for the newsletter. You might also consider contacting local Transition Towns such as Wimbledon, Ealing, Tooting and Wandsworth and the London Network.

Tell all your friends and family and use Facebook and other social media.

Think laterally about who might be interested in what you are organizing. The TT Kingston website has links to local groups and organisations that you could contact.

Media Contact local newspapers (Surrey Comet and Kingston Guardian) with a Press Release (see 'How to write a Press Release') and the local radio station 'Jackie' as well as Kingston Green Radio. It's always a good idea to build up a rapport with journalists rather than sending information 'cold'. TT Kingston may be able to help as we have built up a track record with one or two journalists. Contact us via the website.

Leaflets You may decide that leaflets aren't necessary or affordable, but if you have the means and you have the time or the volunteers to distribute them, they are another very useful way of getting the word out.

Leaflets should follow the same principles as a press release – be eye-catching, clear and motivating. Producing a leaflet that does all those things is not easy so finding a graphic artist and using their expertise would be the ideal. TT Kingston is constantly on the lookout for such people, so it is worth getting in touch to see if we can help.

Once they are back from the printers, you need to think about circulating them. Ask friends and family for help in placing them in libraries, notice boards, delivering door-to-door, handing them out at other events or even on the street.

Events websites These are all free - the first one is particularly useful

http://www.kingston.gov.uk/information/news_and_events.htm

http://www.kingston.gov.uk/information/news_and_events.htm

<http://events.surreycomet.co.uk/eventadd.asp>

<http://www.radiojackie.com/>

After the event During the event, try to get some photographs taken. They don't have to be professional, just images that capture some of the best moments. Try also to get some quotes from people who are having a good time. These will all come in very useful when you start planning your next event!

After all the hard work and the relief of actually putting an event into action, letting people know what happened and how succesful it was has the potential benefits of:

- Making it easier for you to find help and funding for the next event
- Providing a useful piece of positive publicity for TTK
- Giving you a permanent record of the event and a chance to reflect on the things that worked well and the things that could be improved
- Sharing information and insights for future events organisers to access