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BLACK COUNTRY BUSINESS FESTIVAL™

INNOVATION | CULTURE | COMMERCE

EVENT ORGANISER HANDBOOK

PLANNING

PROCESS

PROMOTION

PRESENTING

ESSENTIAL INFORMATION ON HOW TO HOST AN AMAZING EVENT
WITHIN BLACK COUNTRY BUSINESS FESTIVAL



Promotion

Event Promotion

Please note: You are responsible for marketing and promoting your own event.

Do the festival organisers promote my event?

The Business Festival will help promote events via a range of channels from press, social media, web and online marketing both in the lead-up and every day during the Festival.

The Business Festival will be releasing an official digital programme this year, where every event is listed. This will be made available online approximately one month before the festival commences and can be accessed via the BCBF website and the BCBF app.

However, with over 100 events anticipated, it's really important that you carry out as much promotional activity around your own events as possible too.

How do I promote my event?

STEP 1 – consider these things:

Who is your audience and how will you reach them?

- Do they work in the same sector as you? Where might they go to see information about your event? Are you aiming towards big companies, SMEs, start-up businesses? What might they read, watch or listen to? The answer to this will help you to decide which promotional channels to use.

When would be a good time to promote your event?

- You can promote your event as soon as it is live on Ticketleap. There are several ways to start promoting instantly (social media / online). There are also other ways that could take a little longer – such as designing leaflets or adverts. You may want to think about if these would work in the current climate and if people feel comfortable handling additional paper.
Remember: Don't leave your promotion until the last minute and always include a link or details of how to book on to the event.

Why would people want to come to your event? What's in it for them?

- Will they learn something new? Are they coming to see or hear about something that might help them or their business? Will they be meeting new contacts? Are you addressing a common problem or challenge in the industry? The answer to this question is what you want to get across in the content of your publicity.

STEP 2 – decide which channels to use

Here are some ideas:

1) Social media

Twitter and LinkedIn are popular social media platforms to get the word out. If you're not already using them, it's free and easy to sign up.

Don't forget to tag us in your tweets and posts using our twitter handle @BlackCountryBF or the hashtag #BCBF_20 or #ThisIsTheBlackCountry

2) Website

Put some details on the home page of your website so that people visiting your site will see it straight away. A blog or news page is also another good place.

3) E-marketing (emails/electronic newsletters)

If you have a database of relevant contacts, drop them an email to tell them about your event.

Software such as Mailchimp also allows you to send free (up to a certain quantity) online newsletters to your contacts.

4) Newsletters

If your company already sends out newsletters, see if you can get a piece about your event included in it. This goes for internal communications too – both online and printed – particularly if your event is relevant to your staff. Employees can also be great advocates and help to spread the word.

5) Advertising

All of our media partners are offering huge discounts off their full rates for any event organiser or sponsor/partner involved in the Business Festival.

6) Printed materials e.g. Flyers, leaflets, posters

If you are getting leaflets or flyers made up put them in the canteen, down the social club or anywhere that people you think could be interested in your event, might go to. You may need to bear in mind, with the current Covid-19 climate that people may not be as keen to handle additional paper or that as many people will be visiting those places, so you may want to print these at a minimum and just make sure they're on noticeboards etc for people to view.

Contact us if you need any help with design as we can offer a professional service at a very reasonable cost.

7) Press releases

If you have a press department, send all the information to them to create a press release for you. If not, why not have a go at writing one yourself?

Press releases should be factual and relevant to the audience. They should also be written in the 3rd person (e.g. John Smith is running an event to help businesses – rather than 'I am...' or 'We are...').

Create a catchy headline to grab the attention of journalists and briefly summarise the news. Then start the main part of the release with an introductory paragraph that generally gives basic details - who, what, when, where and why. The following paragraphs can then explain more.

8) Word of mouth

Tell the world! Your friends, colleagues, family, everyone. And ask them to pass it on to everyone they know too!

STEP 3 – Create your content

Keep your content simple – don't use 30 words when 10 will do. Try to think of how to make your event stand out from the rest and make sure you include all of the necessary information:

- What is the event (short description)
- Why should people go / who is it aimed at?
- When is it (date and time)
- What platform is it being held on: physically/ digitally or a hybrid of the two
- If it's a physical event, where is it (location, parking, transport links, map)
- How do people book - this should be the link to your event on the Black Country Business Festival website.
- It's recommended to also include contact details for more information should anyone have any questions.

To help you along the way the Business Festival team are reinforcing all of your promotion with our general communication about the Festival including:

- BCBF website www.blackcountrybusinessfestival.com
- BCBF digital brochure
- Media and PR
- E-marketing
- Social media @BlackCountryBF
- Business Festival partners

Helpful downloads/tools/support packs are also available on the website here:

www.blackcountrybusinessfestival.com/mediaanddownloads

If you have any questions or need any help by all means, please get in touch with us on 01902 912 304 or email hello@blackcountrybusinessfestival.com