



# Events Geelong

**OPPORTUNITIES**  
TO PROMOTE YOUR EVENT

# GREAT!! YOU'RE PLANNING AN EVENT!

Here are some ways to promote your event with the City of Greater Geelong

## FREE OPPORTUNITIES AVAILABLE TO YOU

### LIST YOUR EVENT ON OUR EVENTS CALENDAR

Our events calendar is the most comprehensive calendar for events information in the Geelong region. Add your event for FREE. It should take no more than 10 minutes.

You get to control what other people see and read about your event! And if you create a 'MyGeelong' account, you will be able to update your info too!

#### GO TO [WWW.EVENTSGEELONG.COM.AU](http://WWW.EVENTSGEELONG.COM.AU)

Click the 'List My Event' tab and fill in the online form. You can add images and documents to support your calendar listing. (For accessibility reasons, PDFs are not accepted). You will also be able to edit your listing, to update the information when required.

### EVENTS GEELONG FACEBOOK

The City has a dedicated Facebook page to promote events primarily in our municipality that are open to the public.

[www.facebook.com/eventsgeelong](http://www.facebook.com/eventsgeelong)

#### HOW CAN YOU PROMOTE ON THIS PAGE?

Email us info on your event, including its name, date, location, cost and any interesting features. Also provide a copy of your marketing material in image format (either JPEG or PDF is fine).

In addition to raising awareness of your event, we can also work with you to offer our growing audience special offers, deals or giveaways. (Our audience love competitions!)

Email information to

[eventsgeelong@geelongcity.vic.gov.au](mailto:eventsgeelong@geelongcity.vic.gov.au)

### EVENTS MARKETING RESOURCES

We have a number of events marketing resources to assist you in promoting your event.

These resources are FREE and available online.

Whether you are an experienced events person or organising an event for the first time, these resources may help.

They include local contacts, templates, opportunities from local suppliers and much more.

#### WHERE CAN YOU FIND THESE RESOURCES?

**Go to:** [www.eventsgeelong.com.au](http://www.eventsgeelong.com.au) Click the 'Support My Event' tab and select 'Marketing my event'. You can then access any info relevant to your individual needs.





## FREE OPPORTUNITIES AVAILABLE TO YOU

We are often asked to provide events information for a variety of promotional opportunities. Newspaper calendars, radio announcements and tourism promotions are just a few of the examples where we could provide information to assist you in promoting your event. To do this, we need material.

### PROMOTIONAL CONTENT AND KEEPING US UPDATED

Keep us informed about your event. It takes more to sell an event than simply noting your event's name, date and location.

Strong words will sell your event – so describe it well.

#### WHAT'S THE STORY OF YOUR EVENT?

For example, when did it start and why? What's unusual about it? What's the human story behind the event?

As you progress with your event's planning, let us know of any key milestones or achievements, too.

#### WHAT COULD I PROVIDE?

Media releases, performer or program announcements, interesting facts and figures are examples of some of the updates you could provide. Add them to your calendar entry on [www.eventsgeelong.com.au](http://www.eventsgeelong.com.au) and email your updates to us.

### IMAGES

Images are just as important as words in selling an event. Images get attention before words. Some opportunities we have rely on high quality images that depict the style and nature of your event.

#### HOW TO PROVIDE IMAGES?

Give us your event logo and some promotional images (if it has been held previously), or of activities that represent your

event either via email, on a USB or on a disc. Images should be supplied in high resolution JPEG or PDF format.

Please ensure you have permission to use any images before supplying them and agree for us to use these shots!

### SPECIAL OFFERS

A strong mechanism to raise event awareness are incentives, competitions, discount offers and special deals.

We use special offers as a 'hook' to promote events to our events audiences.

#### THESE OFFERS COULD INCLUDE

- ▶ **Competitions** – to win free entry, a unique experience, meet a celebrity
- ▶ **Discount ticketing deals** – 'two for one' or 'free program with ticket purchases'
- ▶ **Free rides**
- ▶ **Behind the scenes** access to restricted areas
- ▶ **Merchandise giveaways**

Offers are only limited by your imagination.

Please let us know if you have a special offer you would like us to incorporate into events marketing.

We recommend offers be made at least two weeks prior to the event. Any cost incurred as a result of special offers being made will be covered by the event making the offer.

# OTHER OPPORTUNITIES FROM US YOU MIGHT LIKE TO CONSIDER

As a large and diverse organisation, there are some opportunities which we have access to, which may extend the reach of your event's marketing and promotion. In developing an effective marketing and promotion plan, you may choose to incorporate some, all, or none of these ideas with your own! Our intent in highlighting these opportunities is to ensure as many people as possible know about your event.

## OPPORTUNITIES TO CONSIDER

### FREE

- ▶ Like us on Facebook to see what else is happening in the Geelong region! [www.facebook.com/eventsgeelong](http://www.facebook.com/eventsgeelong)
- ▶ Other social media streams
- ▶ Collateral distribution (event must be in our municipality)

### FEE FOR SERVICE

- ▶ City News promotion (weekly page in the Geelong Independent and Saturday's Geelong Advertiser)
- ▶ Community promotion signage
- ▶ Mobile Billboards and Banners
- ▶ Surveys and evaluation of your event

These opportunities are explained in greater detail (along with others) in our Events Marketing resources, available at: [www.eventsgeelong.com.au](http://www.eventsgeelong.com.au)

## CONTACT DETAILS

For further information regarding events marketing or Events Geelong contact

### Kylie Mackey

Senior Events and Marketing Officer  
City of Greater Geelong PO Box 104 Geelong VIC 3220  
P. 03 5272 4214 M. 0412 391 107  
E. [kmackey@geelongcity.vic.gov.au](mailto:kmackey@geelongcity.vic.gov.au)  
[www.eventsgeelong.com.au](http://www.eventsgeelong.com.au)  
[www.facebook.com/eventsgeelong](http://www.facebook.com/eventsgeelong)

