



Handy Tips for Promoting Events

- Provide the Town Council with 11 copies (A4 portrait) of your poster which will be placed on all of the Town's notice boards (which takes in all car park locations from the Station car park to Mount Pleasant car park).
- Check and double check your posters – have you said where the event is to take place, provided details of how to buy tickets (and always try to give alternatives as opposed to just one contact name). Consider what people need to know in order to support your event:
 - Date and time
 - Location
 - Cost
 - The name of the event
- Provide posters to the Visitors Office (in Cross and Pillory Lane), Community Centre and Library.
- Place details of your event on the Alton Events website www.altonevents.co.uk.
- Think about booking the Town Crier, Dave Parsons, to promote your event – contact Samantha at the Town Council on 01420 83986 or email info@alton.gov.uk to discuss.
- Contact the local radio station to promote your event:
 - Wey Valley Radio – www.weyvalleyradio.uk, The Assembly Rooms, High Street, Alton, GU34 1BA, 01420 260101, text messages only to 07565 244101 or email studio@weyvalleyradio.uk.
 - Eagle Radio", who are at Dolphin House, North Street, Guildford GU1 4AA (telephone number 01483 300 964, or e-mail to onair@064eagle.co.uk
- The local newspapers are also a good source for publicising your event and can be contacted by emailing news@altonherald.com.
- Speak with the schools and colleges and find out if they will add your event to internal newsletters/publications/noticeboards.
 - Alton College, Old Odiham Road, Alton GU34 2LX, 01420 592200 www.altoncollege.ac.uk
 - Amery Hill, Alton, GU34 2BZ, 01420 84545 www.ameryhill.hants.sch.uk
 - Eggar's School, London Road, Holybourne, Alton GU34 4EQ, 01420 541194 www.eggars.net
 - Treloar College and School, Powell Drive, Holybourne, Alton, GU34 4GL, Treloar Trust, Upper Froyle, Alton, GU34 4JX Tel: 01420 547400 www.treloar.college.org.uk
- Speak to other organisations who have successfully put on events – network with them to see how they did it, what did they do differently, how successful were they.
- Finally, create fliers and post them around the community – local shops, cafes etc and consider what type of people would be interested in your event and focus on the places they'd be likely to go.
- Don't forget, fly-posting is illegal, so make sure you don't put your posters on property without the owners or council's permission first.

GOOD LUCK!
