



## Helpful Tips

# Handy Tips for Promoting Events

- Register your event on the official Alton Events website [www.altonevents.co.uk](http://www.altonevents.co.uk)
- The local newspapers are also a good source for publicising your event:



Alton Herald, Market Square, Alton. Tel (01420) 82819, email [alton.herald@tindlenews.co.uk](mailto:alton.herald@tindlenews.co.uk). You can place details of your event directly on their website “what’s on” page at [www.altonherald@tindlenews.com](http://www.altonherald@tindlenews.com).

Alton Post Gazette, Tindle House, 35 High St, Bordon. Tel (01420) 477272, email [paul@altonpostgazette.co.uk](mailto:paul@altonpostgazette.co.uk), visit [www.altonpostgazette.co.uk](http://www.altonpostgazette.co.uk).



- Register your events with the local radio stations.
- 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.

- Create posters and flyers – here’s a check list to remember for your posters:  
Name of the event. Date, time and location. Is it free admission? Do you need a ticket? If so where can you obtain them and how much are they? A brief description of your event with key attractions listed to encourage visitors to attend. Organisers contact details (tel, email, website.)



- 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 (lamp posts & bus stops etc.)

- Provide the Town Council with 10 copies (A4 portrait) of your poster which will be placed where space is available on the Town Council noticeboards



- Provide posters to the Tourist Information Office on Cross and Pillory Lane.

- Think about booking the Town Crier to promote your event – contact Stan Whitcher on Alton (01420) 562123.

- Speak with the schools and colleges and find out if they will add your event to internal newsletters/publications/noticeboards.

- You can apply to place a banner on the railings by Sainsburys – subject to certain conditions. Please contact Hampshire County Council on 08 4 5 6 03 5 6 3 3 or download an application form from [www3.hants.gov.uk/lic22banner.doc](http://www3.hants.gov.uk/lic22banner.doc).