

**Promoting your event**

Promoting your event to a particular audience allows you to boost attendee numbers, attract positive profiling and can also be used to recruit speakers and volunteers to help out on the day.

Think about who you want to attend. Is it staff only? People who live in a certain area of Bristol, or with a certain interest? Market your event via the platforms and media your audience use most frequently.

When planning marketing for an event or series of events it is important to consider budget. Who is funding the event and how much money is available? This will impact which promotional channels you choose.

Your marketing should also respect the diversity of our staff and students and provide equal opportunities to audiences regardless of age, gender, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion, belief and sexual orientation (see our [Equality and Diversity policy](http://www.bristol.ac.uk/equalityanddiversity/policy.html)).

There are a wealth of effective digital marketing solutions nowadays and, while considering how to run a [sustainable event](https://bristol.ac.uk/media-library/sites/green/documents/Sustainable-Events-Guide.pdf), you may wish to avoid printed posters, leaflets and programmes whilst being mindful that some people may not have access to the internet.

It can be helpful to create a timeline leading up to the event, including reminders for deadlines and promotional messages to be sent out. Having all your planned activity within one document makes it easier to see how each step feeds into your objectives.

Below is a list of different marketing options, many free (for events for students specifically, please see the additional options at the bottom of the table):

|  |  |  |
| --- | --- | --- |
| Method | Notes | Contact |
| Website |  |  |
| University’s [Event listing](https://www.bristol.ac.uk/events/) | For events that are public facing | Submit your event directly via the ‘submit your event’ button |
| University [intranet](https://uob.sharepoint.com/sites/staff/SitePages/Events.aspx) | For events open to staff and PGRs | [internal-comms@bristol.ac.uk](mailto:internal-comms@bristol.ac.uk) |
| Post on your webpages | N/A | N/A |
| Newsletters |  |  |
| Staff bulletin | For all events | [internal-comms@bristol.ac.uk](mailto:internal-comms@bristol.ac.uk) |
| Student bulletin | For all events but not guaranteed inclusion | [student-comms@bristol.ac.uk](mailto:student-comms@bristol.ac.uk) |
| Connect Newsletter (public engagement opportunities) | This newsletter is circulated to anyone interested in public engagement, predominantly academic staff and PhD students, so would not be suitable for all public events | [cpe-info@bristol.ac.uk](mailto:cpe-info@bristol.ac.uk) |
| Email |  |  |
| Target comms to relevant interest groups/communities and ask them to share through their channels | Create a marketing plan to assist | N/A |
| Ask partners/ speakers/ venues to promote via their channels |  | N/A |
| Social Media |  |  |
| To post on the Universities central channels please check the [social media calendar](https://uob.sharepoint.com/:x:/t/grp-Marketing/ESxxeElsWXpErDQRQgCIY8kBvCwq-Ght9FxZs1xMetCY7A?e=hRY2xc&CT=1586353201944&OR=Outlook-Body&CID=B8674608-4452-4590-BB5F-F6B47BDE49BE&wdLOR=cBD053FAB-D85F-419A-8D72-4316E0B78170) | * There is a social media [SharePoint](https://uob.sharepoint.com/sites/marketing/SitePages/Social-media(1).aspx) site, including [guidelines](https://uob.sharepoint.com/sites/marketing/SitePages/Social-media-guidelines.aspx) on use * Schedule posts in advance using [Hootsuite](https://hootsuite.com) or [Tweetdeck](https://tweetdeck.twitter.com/) and repeat your key message frequently and consistently * Create interactivity at your event by using event hashtags in the lead-up and at the event on social media via live-tweeting or other channels. | [social-media@bristol.ac.uk](mailto:social-media@bristol.ac.uk) |
| University [Facebook event](https://www.facebook.com/pg/bristoluniversity/events/?ref=page_internal) | * For events that are public facing | [Public-events@bristol.ac.uk](mailto:Public-events@bristol.ac.uk) |
| Circulate promotion guidance to speakers and partners | * Including: hashtags, accounts to follow, links to ticket pages, photos, and any e-flyers | N/A |
| Print |  |  |
| Design [leaflets, banners or flyers](http://www.bristol.ac.uk/style-guides/visual-identity/#templates) to promote your event. | * But we would advise against doing so unless you are reaching a specific demographic that may not be online. Consider sustainability * Bristol City Museum, The Folk House, Hamilton House, local libraries, doctors’ surgeries and others are happy to display print leaflets – ask at reception * The Marketing [SharePoint](https://uob.sharepoint.com/sites/marketing) site gives help and advice, toolkits, guidelines, FAQ’s, etc. Or commission a designer –[list of approved suppliers](https://uob.sharepoint.com/sites/marketing/SitePages/Suppliers.aspx) * Flyers should also be made available in web format to be used in digital promotion – [Canva](https://www.canva.com/) is a useful tool | [Print-services@bristol.ac.uk](mailto:Print-services@bristol.ac.uk) |
| Internal events |  |  |
| Post the event on [Yammer’s](https://www.yammer.com/bristol.ac.uk/) all company page, and in a group if relevant. |  | N/A |
| [Add your event](http://www.bristol.ac.uk/style-guides/digital-signage/) details to University TV screens | * All submissions should be produced and sent as an image (e.g. jpeg) and sized landscape 1024 x 576 px | [Marketing-team@bristol.ac.uk](mailto:Marketing-team@bristol.ac.uk) |
| Listing in staff bulletin | * Contact [Internal Comms](mailto:portal-announce@bristol.ac.uk) with an individual email contact, department/ school/ society, subject heading, short text blurb and link for further info | [Internal-comms@bristol.ac.uk](mailto:Internal-comms@bristol.ac.uk) |
| Media |  |  |
| If your event is high-profile, the [Media & PR Team](https://www.bristol.ac.uk/communications-marketing/staff/) may be able to help promote it via relevant media outlets. Please note, this all depends on the nature of the event and whether it’s likely to attract media interest. | * Make sure everyone involved is happy for this to happen * Make sure you have a speaker/ organiser available to answer any queries about the event, or to provide media interviews | [Press-office@bristol.ac.uk](mailto:Press-office@bristol.ac.uk) |
| Advertising |  |  |
| You can submit your event to magazine and online listings in both paid and free ways | * See listings in Appendix I |  |
| **Student-specific marketing** | | |
| Method | Notes | Contact |
| Website |  |  |
| University’s [Student event listing](https://engage.bristol.ac.uk/s/opportunities/events) | For events that are for students | [whats-on@bristol.ac.uk](mailto:whats-on@bristol.ac.uk) |
| Newsletters |  |  |
| ResiLife weekly newsletter | For events for students in residences Every Monday | [resilife-whats-on@bristol.ac.uk](mailto:resilife-whats-on@bristol.ac.uk) marked ‘for newsletter’ |
| Email |  |  |
| All students in residences | A ‘one off’ email can be sent about key information | [resilife-whats-on@bristol.ac.uk](mailto:resilife-whats-on@bristol.ac.uk) marked ‘for one off emails’ |
| Social Media |  |  |
| To post on ResiLife social media or to have ResiLife share/repost your post | ResiLife have Facebook and Instagram | [resilife-whats-on@bristol.ac.uk](mailto:resilife-whats-on@bristol.ac.uk) marked ‘for socials’ |

**APPENDIX I**

**ADVERTISING**

Choose where you advertise or list your event based on your audience; what are they likely to be reading/ where will they see an advert?

|  |  |
| --- | --- |
| **Free listings** | |
| **Name** | **Contact** |
| This is Bristol | [www.thisisbristol.co.uk](http://www.thisisbristol.co.uk) |
| The Bristol Mag | <http://thebristolmag.co.uk/submit-event> |
| Visit Bristol | http://visitbristol.co.uk/information/submit-event |
| Mumsnet | [www.mumsnet.com](http://www.mumsnet.com) |
| What’s On Bristol | <http://calendar.whatsonbristol.co.uk> |
| Skiddle | <https://promotioncentre.co.uk/tour-getlisted.php> |
| The List | <https://www.list.co.uk/update/event-listing/> |
| BristolSearch | <http://www.bristolsearch.co.uk/advertising/events-advertising.html> |

|  |  |
| --- | --- |
| **Paid advertising** | |
| **Name** | **Contact** |
| Epigram (UoB student newspaper) | [editor@epigram.org.uk](https://mail.google.com/mail/?view=cm&fs=1&tf=1&to=editor@epigram.org.uk) |
| Bristol 24/7 | [advertise@bristol247.com](mailto:advertise@bristol247.com) |
| Bristol Post | [www.bristolpost.co.uk/whatson/entertainment](http://www.bristolpost.co.uk/whatson/entertainment) |
| Time Out Bristol | <http://clientcentre.timeout.com/home> |
| The Big Issue | [www.bigissue.org.uk/news/media-relations](http://www.bigissue.org.uk/news/media-relations) |
| Total Guide to | <https://shop.totalguideto.com/events-and-offers/event-listing> |
| Bristol Live | <https://www.bristolpost.co.uk/advertising/> |
| Weston, Worle & Somerset Mercury | <https://www.thewestonmercury.co.uk/contact-us/contact-us> |
| The Bristol Magazine | <https://thebristolmag.co.uk/submit-event/> |

|  |  |
| --- | --- |
| **Radio Stations (paid advertising)** |  |
| **Name** | **Contact** |
| Sam FM (Bristol) | <https://www.samfm.co.uk/bristol/advertise-on-sam-fm/> |
| The Breeze (Bristol) | <https://www.thebreeze.com/bristol/advertise/> |
| Bradley Stoke Radio (BSR) | <https://www.bradleystokeradio.com/contact/> |
| Ujima Radio | [sales@ujimaradio.com](mailto:sales@ujimaradio.com) |
| Burst Radio (UoB students) | [commercial.burstradio@gmail.com](mailto:commercial.burstradio@gmail.com) |
| Heart Bristol Radio | <https://www.heart.co.uk/bristol/advertise-us/> |
| Smooth Bristol and Bath | <https://www.smoothradio.com/advertise/> |