



## Marketing Checklist

Use this checklist to make sure you've done everything you can to promote your event.

- Add your event to the CMS and check it is appearing correctly on the Experience Finder? If it's not, contact your [Regional Development Officer](#) for help.
- Decide if the event is going to be pre-booking only or open, then make it clear on all your advertising
- Update website with all the details, including date, time and a map (consider using a [What3Words](#) identifier)
- Email your subscriber lists with all the details of when and where to find your event and how to book, if needed
- Create engaging social media content – you can download some suggested social media images and captions from [SAW Toolkit page](#)
- Print posters - download them from the [SAW Toolkit page](#)
- Create a list of local business, schools, community centres and notice boards to display poster and organise volunteers to deliver them
- Send press release out to local newspapers, radio stations, and online platforms for event coverage – download a press release template from the [SAW Toolkit page](#)
- Contact any community groups you have links with and invite them along. You can also ask them to put up your poster or share your social media posts
- Closer to the event post teasers and more event details on your website and social media
- If you're taking bookings, send reminders to registered participants a week and a day before the event
- Prepare all your event signage – “This way” and “Car parking available”, etc