

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 [Aim for Paris Toolkit page](#)
- ➔ Print posters – download them from the [Aim for Paris 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 [Aim for Paris 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