

Promoting your event

Here's what you need to list your event on thingstodo.events, other event sites and to share your event far and wide!

The screenshot shows the 'Things to do' website interface. At the top, there is a search bar with the text 'Search for things, places or people' and a 'List an event' button. Navigation links for 'About', 'Help', and 'Sign up for updates' are on the right. The main header 'Things to do' is in a purple bar, with 'Exhibitions and Tours' and a logo to the right. Below the header, there is a 'Back' link and category tags for 'Craft' and 'Cultural'. The event title is 'Galileo – Scientist, Astronomer, Visionary'. The dates are '20 Feb 21–07 Jun 21'. The description is in Latin: 'Harumet es dunt odigend aeperviti sus explaccus, officienis ab ilistorio consequi res accaeribus aut lique doloraeprior atur, que ea consequ aeculpa alibus.' Below this is a paragraph in English describing Galileo Galilei as an Italian natural philosopher, astronomer, and mathematician. A 'Buy tickets' button is present, followed by fields for 'Who' (Company/creative/artist name), 'When' (20 Feb 21–07 Jun 21, 10am–5pm), 'Where' (Hamilton Waikato Museum, 1 Grantham Street, Hamilton), and 'Ticket Info' (Door sales only, General admission). A portrait of Galileo is on the right, and social sharing icons are at the bottom right.

1 Event Title

Here are some tips for crafting an effective event title:

Be Clear and Unique: Ensure your name reflects your event's purpose while standing out from similar events.

Audience-Focused: Think about what your target audience would Google to discover an event like yours.

Timeless Appeal: Choose a name that won't quickly become outdated if you plan to host future events.

Visual Impact: Opt for a name with a strong visual connection to make your event shine and resonate with your audiences.

2 Event Dates

When selecting your event, check for other events that are happening in your area or world event (such as sporting events) that may impact attendance to your event.

3 Event Intro

Keep it clear, simple, catchy and most importantly brief. You don't need to be catchy here, simply state what your event is, when it is and where it is.

4 Event Description

A good event description should be 100–300 words max, and cover the who, what, why, and how. The when and where are listed separately so there is no need to repeat, except for specifics for rainy day alternative location, parking restrictions, etc. So:

- Who is this event for and who is running the event?
- What is the purpose of your event? What is on offer? What are the benefits of your target audience attending? What time is it expected to end? What do they need to bring? (if anything)
- Why should your audience come along — answer the target audience 'what's in it for me?'
- How do your audience register? How much does it cost? Even if it's free it will cost them their free time — keep that in mind when writing your event.

5 Event Times

When thinking about your best time of day to hold your event, consider the season of your event, your audience's lifestyle, when they are likely to be available? And finally don't forget to check if there are any other events that may run at the same time and could impact the attendance of your event.

6 Event Image

Take the time to create a high quality image that clearly reflects your event, allowing your audience to understand the tone of your event and what it is.

You can use a graphic design or a photo; just ensure the quality is good, and it will improve its effectiveness. Try to avoid using text-based images. Ideal image size is 1080 pixels wide and 1550 pixels high. Don't forget to keep the size to under 2 MB.

Still feeling stuck, email us at hello@creativewaikato.co.nz