

# Marketing / Public Relations / Media Guide

The Marketing and Public Relations elements of an event and festival can be on the more bare-bones / grassroots level or can be a very significant part of the event budget and manpower. It all depends on how much money and in what ways you wish to promote awareness of the event.

- Create an overall marketing plan – that includes TV/radio/print ads
  - Setting up a budget and grid for when they will all hit so they can be tracked
    - TV
      - Deciding which channels to run and at what times
      - Negotiate deals with local media providers
      - Work with the Creative Department to produce the ads
    - Radio
      - Deciding which radio stations to run and at what times
      - Often, one company will control several radio stations, some or all of which may have listeners interested in your event – you can often work to get a package deal
      - Work with the Creative Department to produce the ads
    - Print ads
      - Deciding which periodicals to run ads with
      - Deciding on the proper size / message
      - Work with the Creative Department to

produce the ads

- Coordinate with the social media team to have a marketing plan for all chosen social media outlets
  - Work on what sort of content you wish to push out – and how much is directly related to your event vs content that is relevant but not directly related (i.e., talking about another event, or nearby food options)
  - Finalize how often you wish to post – finding that middle ground between posting too much or not enough (all in an effort to keep and grow your audience)
  - Decide which social media you need to utilize
    - Facebook
    - Twitter
    - Instagram
    - Snapchat
    - Pinterest
    - Youtube
    - Tumblr
- Work to create press releases to local media
  - Often, companies will hire a third party PR firm that has all of the connections needed to get the press releases published.
  - Ensuring your press releases are both accurate and timely
  - Having a plan in place to release emergency notices
  - Tips on writing a press release
    - It should answer the five W's – who, what, why, where, when (and also, how)
    - Follow the pyramid format: first paragraph encapsulates the story, while the following paragraphs go into greater and greater detail, keeping in mind that editors cut press releases from the bottom.
    - Try to limit all press releases to one page,

- and use -30- or # to end the document.
- Begin the release with an interesting headline to capture interest
- Decide whether to have pre-event marketing pushes to help create buzz / increase exposure
  - Based on the budget available, sponsoring or hosting pre-event concerts, dinners, happy hours, or other forms of social gathering can go a long way to boost exposure



### **Ferris Wheels – always a crowd-pleaser**

- Work with ticketing to arrange for giveaways / promotions / contests
  - Based on what allotment for promotions exists, work to utilize these in the most meaningful way, spreading them between social media and/or in-person promotions
- For run of show, have a dedicated media area with a media manager
  - Most larger shows will have a Marketing Manager and a Media / PR Manager to help oversee all media that will be on-site for the event.
  - The Media Manager helps in the following areas
    - Manages photographers needing pit access –

most artists will need them escorted out after the third song

- Manages any backstage interviews with artists
- Helps coordinate / oversee the build and strike of the media area, which provides media their own space with wi-fi, restrooms, and a place to work
- See our [“Staffing and Labor” Guide](#) for more details