

FESTIVAL AND EVENT PRODUCTION

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

