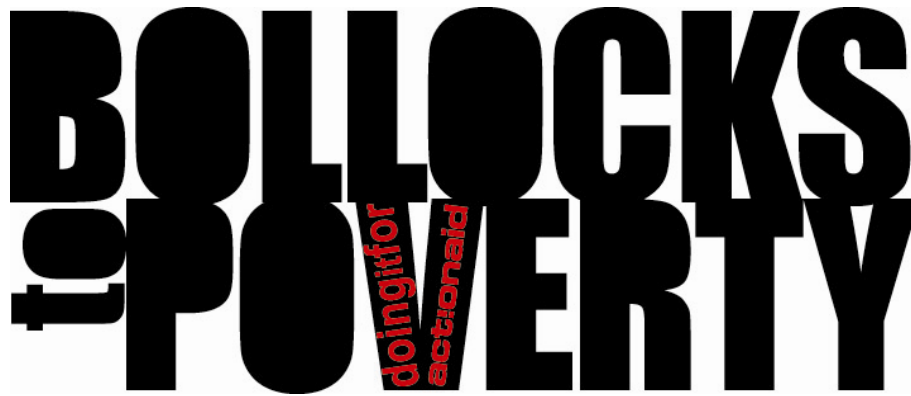


# HOW TO PROMOTE YOUR BOLLOCKS TO POVERTY EVENT



Even if you have the best event organised and raring to go, unless people know it's happening, there's not much point. Here's how to make sure the people come to you.

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# HOW TO GET MEDIA COVERAGE

Promoting your event in the media is a great way of selling more tickets and getting a good turnout, and also helping raise more awareness about Bollocks to Poverty and ActionAid.

## LOCAL MEDIA

Local papers, radio and websites are always interested to know what's going on in their area, especially when it is for a good cause. Follow our step by step guide below for everything you need to get your event covered. For any extra advice or contacts, chat to ActionAid's resident media officer, Therese Bjorn on [therese.bjorn@actionaid.org](mailto:therese.bjorn@actionaid.org) or 020 3122 0572.

### 1. Look at local media and decide who to target

First of all, decide where you want to get coverage. To do this, you need to have a good look at your local media and decide which sections or shows are most relevant.

- **In your local newspaper** Check out if it has an events section or if the news desk or features section will cover it.
- **On a local radio station/ show** Most radio stations have a 'what's on' guide that will include details of your events. You may want to speak to the producer of a chat show about going on air and talking about your event.
- **On an events website** Do you know of any websites that cover your area? A quick Google search might turn up some good possibilities.

### 2. Decide what you want to say

- **The press release** (see our easy-to-follow guide below) should include all the details you think the press should know, so think about what you want to get out of the media coverage.
- **Tickets or website.** Are you selling tickets for the event? Do you have a website people can visit to find out more info? Make sure you include all details like this, as well as the basics like date, time, venue, on the press release so that the media include it.
- **Are any well-known bands or celebrities involved?** Unsurprisingly, the media love to mention big names, especially when they are local, so don't forget to include this on the press release and when you speak to the media.
- **Why you are doing this.** Being part of the Bollocks to Poverty tour is all about joining in the fight against global poverty and injustice. By putting on your event, you are doing your bit to help those living in poverty all over the world.

### 3. Get in touch

- **Approach the media a week before your event (or three weeks for listings).** For a news piece or feature, a week before your event will usually be enough. For listings, it may take a bit longer. If you're unsure, don't worry about calling up and asking the section/ show you want to target and asking when the best time to contact them is.
- **The best way to make initial contact is by phone.** This will give you a chance to explain your event and make sure the right person knows about it. Emailing a journalist is important, but they receive so many, yours could easily be missed.
- **Find out the best person to speak to.** If there is a specific print section you would like to see your event covered in, look for a name and ask for them. Otherwise, ask for the section – usually the

news desk for a bigger story or listings/ events guide. For radio, ask to speak to the show's producer as it is their job to find local people to talk on air about what they are doing.

- **Tell the journalist the basic details of your event.** Journalists are usually very busy, so don't have much time to chat- if you can briefly explain **who you are, what and when your event is** and **why you are doing it** that should be enough to get their interest.
- **Offer to send more information by email.** The journalist will probably ask for a press release or information by email, but if not, always offer- it's good for them to have it in writing. Make sure you get their name and email address so it goes to the right person!
- **Send a press release** (see below)
- **Finding contact details.** You will be able to find the contact details for your local paper, radio station or website online.

#### 4. Follow up

- **Follow up with another phone call a day or two later.** Try to speak to the same person you originally contacted and check they received your email. Ask them if they can cover the event before hand, if they would like to interview you or if they need any more information. The journalist may ask to call you back nearer the time,
- **Invite them down on the night** as they may be interested in running a piece after the event with pictures from the night. If they can't make it, offer to email them some pictures you or your friends have taken of the event.

## NATIONAL MEDIA

- The Press Association is good to target for bigger events- they provide the listing information for the Guardian, Times, Independent and a host of regional papers. For bands, email details to [gigs@pa-entertainment.co.uk](mailto:gigs@pa-entertainment.co.uk) or for clubs, email [clubs@pa-entertainment.co.uk](mailto:clubs@pa-entertainment.co.uk)
- There are lots of national websites that list events like [www.remotegoat.co.uk](http://www.remotegoat.co.uk) (everything), [www.gigjunkie.net](http://www.gigjunkie.net) (for gigs), [www.dontstayin.com](http://www.dontstayin.com) (for club nights). You will probably be able to add your event yourself if you register, or by calling them on the number provided.
- If your event is in London, you can contact Time Out Magazine on [editorial@timeout.com](mailto:editorial@timeout.com) or 0207 813 3000

# WRITING A PRESS RELEASE

- Make sure your press release states clearly what your event is, when and where it is happening, who is organising it and why.
- If you are selling tickets for your event, include information such as the price and where people can buy them (online, on the door etc).
- Include your contact details and the [www.actionaid.org.uk/bollocks](http://www.actionaid.org.uk/bollocks) URL. Remember your event will be listed here so people can come here for more information.
- Keep the release to one side of A4 – the journalist will contact you if they need more detail when they write the story up.
- Follow our template guide below and remember, if you need any extra help, you can speak to Therese Bjorn in the ActionAid press office.

## Template press release

**Making a noise about poverty: The Bollocks to Poverty tour hits Townsville  
1<sup>st</sup> February 2012**

### (In the first paragraph, include details of the event, including date, time and venue)

Local band, The Stars, will be performing at an anti-poverty gig in central Townsville next week. The gig, taking place on Thursday 5<sup>th</sup> February at The Bar on Old Street, will be part of the 'Bollocks to Poverty' tour, with £1 from every ticket going to support charity ActionAid.

### (Include a quote from the band, performers or yourself)

David Smith, who is organising the event, said: **“With a line up including The Stars, it should be a fantastic gig and we are expecting a great turnout. It’s good to know that while everyone is having a great night, we’ll all be shouting bollocks to poverty!”**

### (Include information on ActionAid and Bollocks to Poverty, and a quote from ActionAid)

ActionAid, an international development charity, works with some of the poorest people and communities in the world and co-ordinates the 'Bollocks to Poverty' tour. By going to or putting on an event as part of the tour, anyone can help their vital work in Africa, Asia and the Americas and play a part in the fight against global poverty.

Anella Wickenden at ActionAid says: **“We’re giving people all over the UK the chance to do something they love and say *Bollocks to Poverty*. We provide all the materials you need, so whether you organise a gig, comedy night, or even just a house party, you’ll be helping to give people around the world the power and resources to end their own poverty for good.”**

### (Include ticket information and a phone number and/or website where people can book)

Tickets are £5 in advance, or £6 on the door. Call 0207 561 7646 or go to [www.myspace.com/stars](http://www.myspace.com/stars) for more information.

### (Include the Bollocks to Poverty URL)

For more information about Bollocks to Poverty and ActionAid, visit [www.actionaid.org.uk/bollocks](http://www.actionaid.org.uk/bollocks)

**END**

### (At the end of the release include your phone number and the details of the ActionAid press office)

If you would like more information on this event, contact David Smith on 07733 236 442.

For more information on the Bollocks to Poverty tour and ActionAid contact Therese Bjorn on 020 3122 0572 or [therese.bjorn@actionaid.org](mailto:therese.bjorn@actionaid.org)

**ActionAid works in Africa, Asia and the Americas to end global poverty and injustice. It is a registered charity no. 274467.**

# FLYERS

**Making and distributing flyers is the classic way to promote an event locally.** Personally we think you can't really beat an old school homemade photocopied flyer. Make sure you put the Bollocks to Poverty logo on there and all the essential information (see the checklist in the poster section). You would be amazed at the amount of people who make flyers and forget to put the date on (or get it wrong!) so get someone to stupid-proof them before you print loads.

If you're not an artistic type, get a friend or someone creative to do them for you. Or if you want to go up market there are plenty of design companies who can knock something up for you if you give them the info and a design brief. It doesn't come cheap though, most companies have a minimum order of 5,000 and you're looking at £150+ for 5000 flyers.

If you can't get access to a photocopier (find people who work in offices who are willing to do you a favour!), ask your local print shop for a charity discount or freebie if you put their company on the flyers.

When it comes to distributing them, don't just scatter bomb the streets. Think about the people you want to come to your event and go where they hang out – outside gigs, on campus, shopping centres, cinemas and bars for example. It is not illegal to flyer and you do not need a license to do so. Try to keep the locals on side by picking up any flyers that are dropped by the "ungrateful". Get friends to help you or offer free tickets in return for a couple of hours work.

Get some out there up to a month before the event but also again in the two weeks before. If your event is in the evening, target key areas like bars a few hours before if you can, to capture people looking for places to go later on.

Ever left a bar or gig and had a brown envelope bulging with event flyers shoved into your hand? These flyer pack companies will usually distribute your flyer for free if you pay them to print it. If you already have the flyers, it's still worth contacting them to see if they will include yours as it's a charity event.

Flyer pack companies:

[www.kungfu-london.com](http://www.kungfu-london.com)

[www.outofhand.co.uk](http://www.outofhand.co.uk)

# POSTERS

**Fly posters are also an essential for promoting your event.** Like flyers, make sure all the basic info is there, ideally with a web address or myspace/facebook page where people can find out more. Use the Bollocks to Poverty logos and make sure people know they will be supporting ActionAid by turning up.

Put them up in places your audience will be – college, university pubs, cafes, record shops, libraries, sports centres etc. Make sure you get permission from the premises before putting posters up. It's illegal to put posters up on the streets and you could be fined for doing so, so it's really not worth it.

Put posters up well in advance so people have time to see them, but it's worth doing another round in the week leading up to event in case they have been taken down or covered over.

## Poster / flyer checklist

Remember to include all the information on your posters and flyers:

- Name of event
- Date
- Venue address
- What is going on (band line up / exhibition title / stalls / competitions)
- Start and finish times
- Price
- If / where you can buy tickets
- Website / myspace / facebook page or other contact details
- And that you're doing it for Bollocks to Poverty of course

# VENUE MARKETING SUPPORT

Find out if the venue you are using offers any marketing support. Often they have a website or produce listings flyers and posters that you can be included on.

## ONLINE

The internet offers endless opportunities to promote your event, and here are some of the most popular.

### **Bollocks to Poverty websites**

First of all, make sure you submit your event details to us as soon as you have them confirmed. You can do this in the organisers portal. We will list your event on the Bollocks to Poverty website, myspace and facebook pages. Our supporters want to know about your event and will turn up if they can!

[www.actionaid.org.uk/bollocks](http://www.actionaid.org.uk/bollocks)

### **Facebook**

Create an event and instantly invite all your friends. Get them to invite their friends and you could reach loads of people very quickly. Talk about the event in your status updates to get people interested. In the week before, get your friends to change their status updates to 'xxxx is saying Bollocks to Poverty on Friday' and link to your event page. Make sure you become a fan of Bollocks to Poverty and you can post about your event as much as you like on our page.

[www.facebook.com/bollockstopoverty](http://www.facebook.com/bollockstopoverty)

### **Myspace**

Myspace is great for anything music related especially. As well as adding you to our line-up we will put any bands playing in our top friends and send a bulletin the week before. Get any bands playing to add the event to their tour dates and blog about it. Send your own bulletins and post the event in people's comments.

[www.myspace.com/bollockstopoverty](http://www.myspace.com/bollockstopoverty)

### **Listings**

Make sure you refer to the national media section above for ideas of where to post your event on listings sites.

**Please note** that ActionAid does not endorse or have any partnerships with companies and websites listed in this guide. They are listed as examples of services you may require but please consider alternative companies for your event. They do not offer discounts or special deals to BTP event organisers and ActionAid cannot be held responsible for any business you choose to enter into with them.