

Waterloo Public Square

How to Market Your Event Effectively

Need help marketing your event? Here are a few tips to help spread the word:

****BE SURE TO SUBMIT YOUR EVENT ON OUR [EVENTS CALENDAR!](#)**

PRINTED MATERIAL

Posters/Pamphlets/Handouts – Make sure to include crucial information like what your event is, where it is taking place, what time it is taking place at, and what will be happening during your event. You can also go around to various UpTown Waterloo businesses to ask if they will allow you to post your poster in their store and/or have your handouts at their cash register.

Newspapers – Waterloo Chronicle, KW Record, Snap KW, University of Waterloo: Imprint, Wilfrid Laurier University: The Cord, etc. Many people check out what's happening within the City through the local sections of these printed and online newspapers.

ONLINE

Social Media – Facebook, Twitter, etc. Social media is a quick, free way to spread the word about your event. Create a public event on Facebook, invite all of your friends, and ask them to invite all of their friends. Create a Twitter account for the event itself, or through the organization running the event. Get people excited about what your event will feature by keeping all of your social media outlets up-to-date and active. If you tweet to the City of Waterloo account, we will do our best to re-tweet it to our followers.

Local Event Websites – Snap KW, Grand Social, CTV, KW Now, KW Kids, Around KW, etc. These websites have been created to allow people to share their local events for free. Also, you can post your event on our Calendar of Events at www.waterloo.ca/publicsquare

Create Your Own Website – If you feel that your event requires a hub for more information for the public, create a website that features all of the information you want to share. Ensure that it is accurate and up-to-date.

Mass Emails – New regulations have been enacted where by you can no longer send out emails to your whole contact list to promote your event. People must “opt in” to receive mass emails. If you have the means to start an email list for this, go for it.

MEDIA RELEASES

Writing a media release is a great way to spread the word to local news reporters who are always looking to feature interesting local events. There are a number of things to keep in mind when writing a media release: get to the point as quick as possible, avoid using fancy language or technical terms, keep the media in mind when creating your media release, and always be sure to list contact information so reporters can contact someone if they require any further information. At the end of this document, you can find attached a sample media release that includes more tips along the margin, as well as a list of media contacts that you can send your media release to.

Media release contact information - The following emails were collected in 2013 for use in this document. You may find more or more uptodate options for yourself by doing some research in the various newspapers, blogs and radio station websites.

doug@ckpcradio.com; bwicks@kicx_fm.com; lmonteiro@therecord.com; htaylor@therecord.com;
info@915thebeat.com; gayle@dave_fm.com; dcarswell@ctv.ca; news@swo.ctv.ca;
editorial@waterloo_chronicle.ca; gary.doyle@570news.rogers.com; bourke@kool_fm.com;
news570@rogers.com; kevin.shea@rci.rogers.com; editor@imprint.uwaterloo.ca; dawne@snapkw.com;
Joe.Pavia@570news.rogers.com; tiffany.hendsbee@570news.rogers.com;
Joe.Pavia@kitchenerradio.rogers.com; tpender@therecord.com; habel@rim.com; andrea.hartling@ctv.ca;
David.Imrie@ctv.ca; jouthit@therecord.com; gmerc@therecord.com; sarah.monette@rci.rogers.com;
jeremy@ckwr.com; jay.chagnon@rci.rogers.com; news@municipalinfonet.com; scott.wilkie@corusent.com;
quintinrh@hotmail.com; news@thecord.ca; shane.kettiss@rci.rogers.com; news@wonderfulwaterloo.com;
cprong@kitchenerpost.ca; lauriebea@sympatico.ca; hiliary@rqmagazine.com; aliya.kanani@sunmedia.ca;
pdesmond@therecord.com; michael.mcculloch@cbc.ca; karen.mclaughlin@rci.rogers.com

OTHER

Radio Stations – CHYM FM, 91.5 The Beat, Kool FM, Kix 106, etc. Local radio stations always like to feature local events – you might even be able to get the radio station to send an “event cruiser” or broadcast live from your event to garner even more attention.

Word of Mouth – Simplest way to inform people about your event is to just talk about it with everyone. Share your enthusiasm about your event with everyone you talk to and hopefully it will catch on and spread throughout the City.

Information Booths and things to do during the event- During your event, you may want to have an information booth set up to let more people know about the event/organization, and from this you will hopefully be able to gain a bigger following for future events. You can also create a unique hashtag for your event on Instagram and Twitter so that these social media sites can store all of the buzz on your event in one place! Remember this is just a brief list of things you can do to help spread the word about your event. If you do any marketing for your event, feel free to share it with us and we will do our best to share it with our contacts.