

CREATIVE NORTHLAND

Marketing your creative business

Here are some handy tips to get noticed:

Printed Media (Signage, posters, flyers, postcards and print advertising)

- Shop around for design and print opportunities and even ask for sponsorship
- Always include your sponsors in your advertising
- The better your design/images used, the more likely you are to get good press coverage and gain attention
- Remember less is more – keep it clear and easy to read from a distance and amongst other advertising
- Make sure you have a clean (no graphics) version to send to the media as well
- When printing posters stick with no larger than A4 as shops are more likely to put them up in their windows if they're smaller
- Get out and about around the city and email your posters to schools to be added to school newsletters – it's amazing how many people are happy to publish or put up your posters especially if your event is community based.
- Stay true to the image you want to project
- Get a business card made or a brochure you can leave after you have an event or go anywhere so people have your details on hand.

Eg – Matariki Seven Sisters

**CREATIVE
NORTHLAND**

Presents
**MATARIKI
SEVEN SISTERS
EXHIBITION TOUR**

The Seven Sisters Matariki Exhibition documents seven Maori wahine, who whakapapa to Te Tai Tokerau, talking about what has inspired them throughout their lives, and how these influences have led them to where they are now and what they are doing in their work, art and life.

Kiwi North, Whangarei | 7 - 16 June
Kings Theatre Creative, Kawakawa | 17 - 24 June
Kaikohe Community Arts, Kaikohe | 25 - 28 June
Te Ahu, Kaitaia | 29 June - 5 July
The Shutter Room, Whangarei | 13 - 19 July

Engaging the Media (Newspapers, Radio etc)

- Get your event listed on the community notices of the papers and radio, these are free
- Do a press release listing the details of the event, a blurb about what people can expect and why they want to attend and if possible use an image (we can help edit a press release if you need)

Networking - timing is everything

- The first and foremost thing to think about is how do you want to portray your brand
- Keep all your material consistent ie logo, fonts, language etc
- This will help increase recognition of your event
- For example, if someone sees your posters, they should then be able to immediately recognize your flyers or your website as being the same event.

Social Media (Facebook, Twitter, Instagram, Pinterest etc)

- Remember the 2 second rule - How long you have to make an impression when you engage visitors online
- Don't rely on social media for all of your advertising for event promotion
- Don't bombard people with too many posts on Facebook or they may stop following (or 'unlike') your event. Experts suggest 3 – 5 posts a week, so pick these posts carefully
- Asking questions on Facebook posts can be a great way to create dialogue – remember social media should be social rather than just your broadcasting information
- Twitter can be used more heavily than Facebook without driving away followers. Think about how to make your event stand out in amongst all of the other stuff out there. The best way to gain followers is to interact with people with retweets, 'favouriting', and replying to tweets. It is also very important to use your hashtags well so that people can find your tweets
- Instagram and Pinterest are both commonly used platforms for visual artists. Like Twitter, the best way to gain followers is to interact with people. With any social media, you can think strategically about when you post too, based on when most of your followers/friends/likers are likely to be online and engaging. Roughly speaking, there is typically a mid to late morning peak of activity as well as a 6pm after work peak.
- Use competitions/giveaways to get people to interact with your social media
- Use analytics to research who your followers and make sure you're attracting your desired audience. This is a great tool to increase your reach by working out who you're not attracting and then developing methods to draw them in

Websites

Having a website is essential and expected

- Setting up a modest website does not have to be expensive or difficult. There are many free platforms, WIX/WordPress
- If you go to the next level and pay designers and web-builders, they can modify open-source templates for you which saves a lot of money

- Make sure you have your contact details easily accessible on your landing page – even if that’s all you have on your website – linking to your Facebook page, your mobile number and email address
- Google Ads – this can be really effective but do your research and find out whether this will suit your business

Email Lists As a creative practitioner you need to develop a database of contacts who want to hear keep up with what you’re doing

- Mail Chimp (<http://mailchimp.com>) is an easy way to manage lists
- You can set up an excel spreadsheet with your contacts and then email using BCC and send a generic email or personalise using Mail Merge on Excel
- Do not send emails to lists unless they are already your contacts or have said that they want mail from you - this is spam which is not only annoying for people, but is illegal
- Email people well in advance of the event so that they can put the event in their diaries, and also a few days before the event to remind people who will have forgotten
- Have a place on your website where people can join the mailing list. If possible, have a ‘sign up for the mailing list’ book at your event.

Listing an event

If you are holding an event to promote your business or sell your services (exhibition etc) there are several online free listing services that link to other forms of free advertising such as EventFinder or local Facebook pages ie Northland Grapevine

Pricing your work

Make sure you put the right value on your work and have it available to any potential buyers

15 Things to Remember When Planning Your Event Budget

When planning events, event planners and event professionals know the importance of generating return on investment (ROI). However, whether it's calculating the return of investment based on how many and how much the event's plates cost, or understand the ROI of the mobile event app – there should never be any doubt or question what value your expenses bring back.

1. Event A/V

Whether you work for an event agency that plans events year round, thus you have an in house event audio/visual system – or you are a small business event that is either going to hire a third party – calculating the cost of renting vs hiring equipment (as well as host/DJ) – is something that needs to be taken into account. Often times, small businesses and small business events for example, think they can save money by either purchasing their own audio/visual equipment and having an untrained facilitator host their event with lesser quality tools is a key way to save money in event planning budgets. Yet every event planner needs to take into account the expectations of your event audience. Are you expected to showcase lights, music and a custom event soundtrack or are you just looking for microphone setup and PowerPoint display? Finding out from networks who are reliable & reputable AV technicians can make or break an event. Most of the time you pay for what you get but definitely shop around.

2. Printing

Do you plan to print agendas and schedules for the day of your event? Will sponsors and exhibitors of your event be required to print their own resources, or will this be included in their event vendor fee? Will you be needing to print mailers, handouts or registration materials? Often times the most basic of printing materials whether it's additional sponsor materials or contact information – are often forgotten in event planner's budgets.

3. Other Signage

Whether you're planning to promote your event in a traditional manner prior to your event through newspapers, fliers, or brochures or you're merely thinking about what on site signage you may need at your event, the list can seem never ending. It's especially important to remember that not every venue has signage to supplement announcing or showcasing your event. Additionally, not forgetting that signage includes wayfinding signs throughout your event – whether it's showcasing the hotel or conference centre's location in relationship to your events meeting rooms, or merely locating the bathroom – signage is important.

4. Digital Awareness

In addition to print and on site signage, we also often forget about the awareness mechanism of event signage. Whether it's having vendors and exhibitors share information in regards to being present at your event – from web copy or [social media copy](#) to help showcase their presence at your event (*hello, delighting your event sponsors!*) Or whether it's gaining event traffic and attendance by promoting your event across the internet in paid advertising on sites like Google or Bing. Often event planners forget the need of pre-event engagement and awareness, and the cost that this adds to their budget.

5. Catering

Catering isn't just about the food at your next event. Catering costs in addition to the food that need to be considered when planning your next event, need to include the cost of staff to serve and prepare your food, the cost of setting up the food and cleaning up the food. Additionally, most often event planners forget to consider the cost of beverages at their events. Whether your beverages will be provided 'on the house', or you will have a cash bar – event planners need to take into account the cost of the actual beverages and the servers or tenders creating and providing the beverages.

6. Seating & Tables

Often times when planning events, event professionals forget the necessity of tables and table layouts. Event venues do not always provide tables and chairs, and that is an additional expense all event planners need to take into account when planning their event budget. Additionally, when planning your event, the layout and diagram of how you sit your events attendees is more important than most event planners realize until it's too late. Need help figuring out what and how exactly to situate your next events attendees seating arrangements?

7. Registration

Whether you intend to do a pre-event registration or an exclusive on-site registration being organised and gathering this vital information is essential for the evaluation after the event.

8. Nametags & More

In addition to your signage that we talked about prior, as well as your printing should your event not utilise an event agenda and scheduling app, there's also the cost of event attendee nametags, badges, place cards, table numbers, etc. Whether your event's registration software includes the cost of these printed materials in your cost is a common question event planners forget to ask.

9. Venue/Location Costs

Whether you intend to host your event as a small business in a local pub or airport hangar, or you're a large conference intending to host your event on site or even in a large conference centre – remembering the cost of the actual venue (and what that does, and does not include) is a specific and often most important part of any event planners budget.

10. Venue/Location insurance

Event venues don't always come with insurance and there's no denying that as event professionals you need to guarantee the safety and expectations of your events attendees, but also protecting your company or business. Whether you go with a large event venue or a small private business venue, your event absolutely needs event insurance.

11. Event Photography/Videography/Media

Will your event be large enough that media professionals will be attracted and desire event professional passes? Or will your event need to hire external and outsourced event photographers, videographers, and media providers. This is often times a missed budget expense, and one that is scraped up last minute realizing that the need is great.

12. Speaker fees/Honoraria

Whether your event intends to provide a speaker honorarium (a payment or showing of gratitude for services that are typically rendered pro bono), or you are hiring specific speakers that come with an expense – it's important to not forget this cost in planning your next event. Typical honorariums for small or mid-sized events can range from \$3-5 thousand dollars, while attractive and well known speakers can range from \$20k plus.

13. Wi-Fi

Will your event venue provide Wi-Fi, or will you need to contract an external 4G Wi-Fi internet for your next event or conference? An often mistake is assuming that your events location will provide this – and the mistake is only learned after it's too late. Whether you have to rent external or temporary event Wi-Fi or it comes with your event venue fee – this is a specific part of your event planning budget you absolutely do not want to forget.

15. Décor, Lighting, Flowers, Staging

Last, but perhaps most typically forgotten is the actual look and feel of your event. You've got your performances, audio/visual, photographer, event venue and more – but have you remembered the actual look and feel you want to present your event with? From lighting, to centre pieces this often forgot expense is one of the most important aspects of any event planners budget.

Health & Safety plan

This is a must the new laws are extremely strict and must be read prior to having your event. You need a health and safety plan and this must also be addressed during your event – either in the opening speech or with signage for fire exits/toilets etc well noted to the audience.