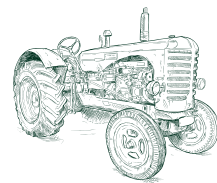
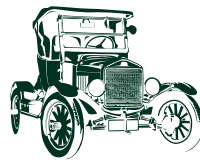
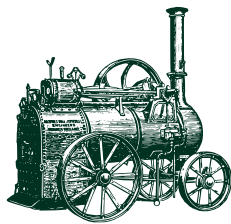


PROMOTING YOUR EVENT ONLINE

Our traditional posters/flyers are typically perfect for our local communities and regulars who know our events well.

However, there is sometimes key information missing for an online audience. Remember, those on social media might be seeing your poster from all over Australia and the world.

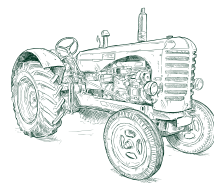
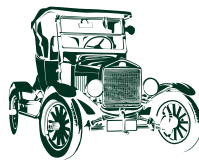
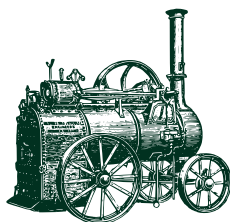
This guide aims to support clubs to create promotional material that includes all relevant information for an broad audience.



EVENT POSTER

CHECKLIST

- Event Name _____
- Event Location - eg Geelong Showgrounds _____
- Town/City/Suburb Name _____
- State _____
- EFTPOS available or Cash Only _____
- Contact Phone and email _____
- Ticket Price _____
- Hours of Operation _____
- Facebook/Website _____



Considerations for Promotional Material

Distance from major cities

Maps

Best ways to access

Disabled access / parking

Accommodation options

Are Trade / Market Stalls welcome?

Photos from previous events

Range of exhibits - cars, trucks etc.

Activities for children

Food / beverage providers

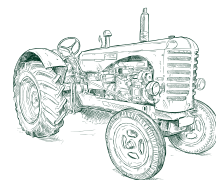
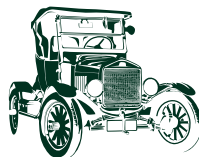
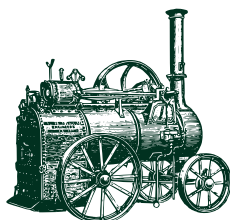
Program of events

Don't forget to acknowledge your
sponsors!

EXHIBITOR INFORMATION

CHECKLIST

- Exhibitor registration requirements
- Insurance requirements
- Rules/ guidelines in use
- Exhibitor fees
- Camping arrangements and fees
- Catering - Eg. exhibitor dinner
- Competitions
- Other attractions in the area
- Other accomodation options / tips



Other Suggestions

Consider the questions that you and your committee get asked frequently and ensure that you provide that information somewhere to save you all some unnecessary phone calls or emails. This information could go on your posters/ flyers, website or Facebook.

Ask someone who is unfamiliar with your event to look at your materials to see if anything is missing.

There is no need to take photos of paper flyers to share on Facebook. If you have made your poster in Word, using snipping tool to create a JPG (picture) file (it's easy!).

Free programs like Canva are easy to use and provide great templates and graphics for all sorts of documents including flyers, posters and Social Media posts. You can post straight to Facebook from these programs too!