HOW TO PUBLICIZE AN EVENT IN WACO

Are you hosting an event and want to tell the community about it? Here are some tips and tricks to help you get information out quickly in Waco.

1. ADVERTISE ON PUBLIC CALENDARS

Local calendars are a great way for the public to find news about events. There are several calendars online where you can post your events:

- kwtx.com/calendar
- Event Calendar
- Local Media Contacts
- Print
- Social Media

These calendars are updated frequently and are a valuable resource for people looking for things to do in Waco. Posting your event on these calendars will help increase visibility and attract more attendees.

2. INCLUDE KEY INFORMATION

Whether publishing in a press release or marketing on social media, be sure to include the following key information:

- EVENT NAME, DESCRIPTION, DATE, LOCATION, TIME, COST, WEBSITE, CONTACT INFO, AND SOCIAL MEDIA.

3. WORK YOUR NETWORK

Remember to keep contacts and opportunities in the loop. Use them through email and social media for the events upcoming to the events:

- Newspapers:
- TV:
- Radio: 
- Online:
- Local Media Contacts:
- Print:
- Social Media:

Many people are willing to promote your event if you reach out to them with information about your event.

4. PERSONALIZE INVITATIONS

Creating an engaging invitation in a timely manner is very important when promoting an event. Using or sending a thank you even more important.

Tip: Focusing on who can afford to attend can be used to create invitations by using the who you want to invite level.

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5. SEND OUT PRESS RELEASES

The idea is an awesome way you can promote your event for FREE! Let local newspapers, broadcast stations, and radio programs know what you’re organizing. If they’re interested, they are more likely to know about your event.

Remember: Journalists are not here to receive replies, assume your “why” and impact. Use the media contact list at the end of this post to send your release.

6. FOLLOW-UP WITH EVERYONE

Reminding everyone you told about your event is ESSENTIAL! Follow-up is key.

Check your inbox daily. Unless you’re optimistic that your message was not read.

Follow-up, make phone calls if needed, be persistent! Send your invitation to everyone you told about it.

Make sure websites, social media, and contact info is the most current information. Make sure websites are up-to-date. Make sure you’re following and/or updating on social media.

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Continue the journey by thanking your “why” and “how” about someone else’s work when sending or sharing the events from your POI by writing feature stories for local blogs or pitching to local podcasts.

WE ARE INVITED!

You are invited to a free networking event! (Name of event) is about (provide a brief description of what your event is about). Admission is (cost of event).

You are warmly invited to (name of your organization)’s (name of event) at (place) on (date) at (time)! (Name of event) is about (provide a brief description of what your event is about).

Sincerely,

(Your name here)