

How to Promote Your Event in Lacombe



Once you've organized your event, the next and most crucial step is to promote it. Planning out how to market your event can be difficult if you do not know what mediums to use within your community. We have put together a list of possible places and ways you can promote your event. Keep in mind your target market while planning how and where to promote your event.

Word-of-mouth

Quite possibly the most effective form of event promotion is word-of-mouth advertising, which can reach hundreds of people in a short amount of time. Call and tell your friends about the event, mention it during coffee breaks, and announce it during meetings! Word-of-mouth advertising starts with you. Don't forget to utilize this form of exposure by reaching out to key members of the community and to those you know that can help you spread the word effectively.

Online Promotion

You can put your event online by using some of these sites.

- Facebook
- Twitter
- Blogs
- Other websites

Local Online Calendar of Events:

The Lacombe Regional Tourism website promotes local events. Add yours to their calendar by visiting their website and posting your event.

- Lacombe Regional Tourism: <http://www.lacombetourism.com/festivals-events/>

Radio Advertising:

It is possible to have your event promoted on air, as well as put on the local radio station's website. Go to their website to add your event, or call them to discuss putting a short blurb on air.

- Sunny 94
 - Website: <http://sunny94.com/>
 - Phone: (403) 782-4413

Newspapers/Print Ads

Newspapers have an events column where you can promote your non-profit event. By going to the newspaper's website, you can submit your event to be viewed in the paper and online.

- Lacombe Globe
 - Email: editor@lacombeglobe.com
 - Website: <http://www.lacombeglobe.com>
- Lacombe Express
 - Email: publisher@lacombeexpress.com

- Website: <http://www.lacombeexpress.com>

You can also contact the newspapers about submitting an article regarding your event. You may be asked to write up a media release as well. A media release template can be found [here](#).

Posters:

When looking for places to hang posters, please keep in mind that if it is not clearly marked as a public bulletin board or information site, it is always best to ask before putting your poster up. Many businesses are happy to help you promote your event, but require you gaining their permission before hanging posters on their windows, doors, or bulletin boards. Some general ideas of places to hang posters are:

- Grocery stores
- AFSC (give to front reception)
- Lacombe Sports & Leisure Center
- Canadian University College
 - Gym
 - Education Building
 - Dormitories
 - Administration Building
 - Cafeteria
 - Library
- Banks
- Family and Community Support Services
- Neighborhood Place
- Local businesses
- Lacombe Centre Mall
- Restaurants/Dining areas/Coffee shops
- Lacombe Memorial Centre (LMC events only)
- Mary C. Moore Library
- Kozy Korner Community Centre
- Schools
- Convenience Stores

These are just a few examples of spots to promote your event. Be sure to include regional markets, depending on your event size and target markets.