



Advice for Promoting Your
Event in Alice Springs

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About Red Hot Arts

Red Hot Arts Central Australia is registered charity and a member based incorporated association. Our team is focused on supporting the members and the sector. They work to deliver a program of services designed to make Central Australia a thriving place for artists, for creating art, presenting arts and cultural experiences and calling out the audiences to attend from across Australia.

Promoting your event on redhotarts.com.au

You can list your event on the Red Hot Arts website. This ensures your event is included in the weekly “What’s Hot Newsletter”. We also promote, at our discretion, in our weekly ABC interview and 8CCC ad. Additionally, we have a weekly What’s Hot Facebook video that you can contribute to.

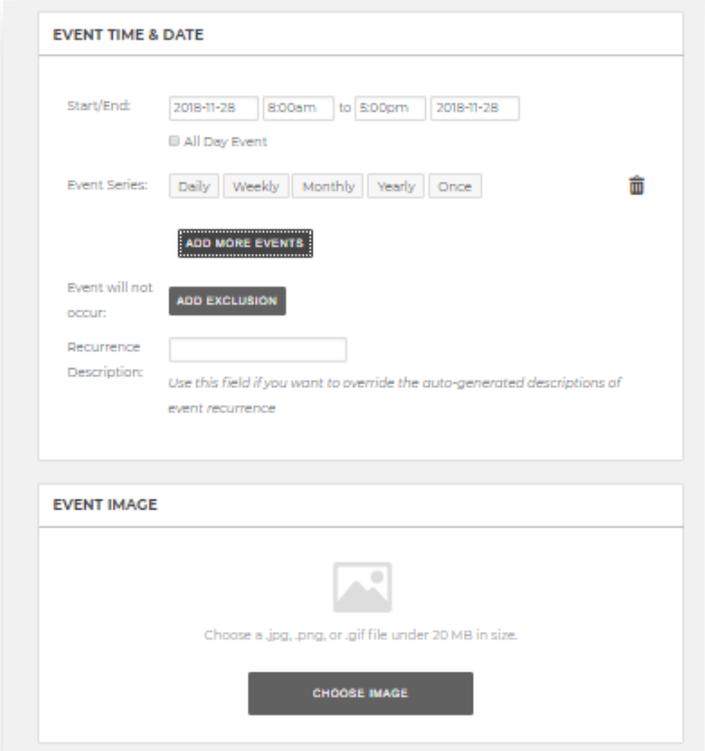
Step 1: On the ‘Add Listing” Tab, select the Add/Edit your Event.

Login or create an account for yourself. This allows you to revisit your event postings and edit as you need (once they have been approved by our team).

Step 2: Enter your details. You can add multiple days and exclusions.

Don’t forget to add an image with your event or it won’t be included in our mailouts.

Be sure to include an image and that it meets the size requirements. Please make sure you have the necessary permissions to share the image.



The screenshot displays a web form for creating an event. The top section is titled "EVENT TIME & DATE" and includes fields for "Start/End:" with a date range of "2018-11-28" from "8:00am" to "5:00pm" on "2018-11-28". There is a checkbox for "All Day Event" and a "Event Series:" dropdown menu with options for "Daily", "Weekly", "Monthly", "Yearly", and "Once". Below these are buttons for "ADD MORE EVENTS" and "ADD EXCLUSION". A "Recurrence" field is present, along with a "Description:" field that has a note: "Use this field if you want to override the auto-generated descriptions of event recurrence". The bottom section is titled "EVENT IMAGE" and features a placeholder image icon with the instruction "Choose a .jpg, .png, or .gif file under 20 MB in size." and a "CHOOSE IMAGE" button.

Step 3: You can choose a category that best suits your event.

Step 4: Your Facebook URL should be for the actual event, not for your Facebook page. This is so we can promote your event in the “What’s On in Alice Springs” Group for you.

Step 5: We can sell tickets for you. If you’d like to pre-sell tickets to your event, we can manage it for you. We don’t take any profits but pass on the fees that the booking system charges.

For video instructions visit:
https://youtu.be/0cC-0gj_MP4

LED signs

Facing east and southbound traffic stopped at the lights. Perfect for promoting events, tickets on sale, changes and other point in time information. Increases local awareness of events dramatically.

Currently available for \$40 for paid members and \$60 for general and non-members if artwork is supplied.

If you need assistance with design, members can access Red Hot Arts design services for free, general and non-members will be charged a \$15 design fee.

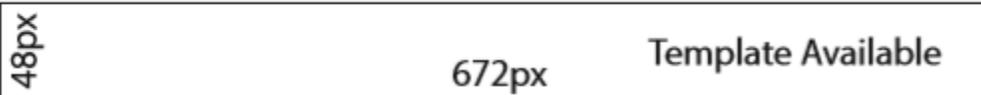


1000's of cars drive past our office a day, making the corner of Bath Street and Stott Terrace the premier location in Alice Springs to promote the region's events.

Foot traffic are also engaged with our large posters.



LED SIGNS 1xNorth 1xWest Facing



Digital posters

40+ inch digital screens across 25 locations in Alice Springs and Tennant Creek. Predominantly placed in accommodations and other key locations such as, Tourism Central Australia in Alice Springs and Tennant Creek, Yeperenye and Alice Plaza shopping centres and others.

Currently available for \$40 for paid members and \$60 for general and non-members if artwork is supplied.

If you need assistance with design, members can access Red Hot Arts design services for free, general and non-members will be charged a \$15 design fee.

Large print posters

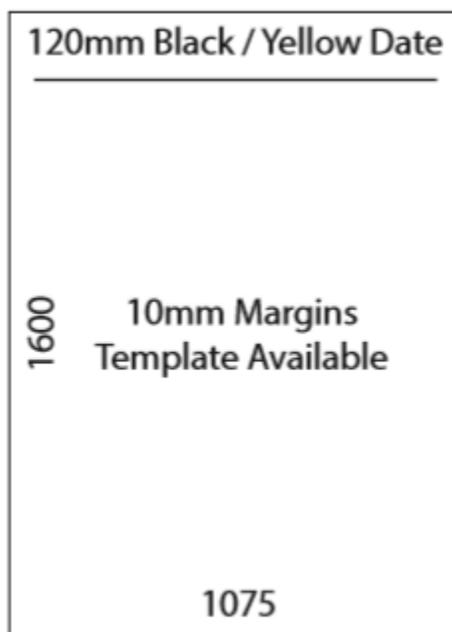


Promote your event in the month leading up or have a generic poster for your event or organisation. Facing north and west and visible to both car and foot traffic these huge posters are easy to order. Use our PSD template or email a digital A3 of your existing poster and then we do the rest for you from ASPrint to installation.

Currently available for \$200 for paid members and \$250 for general and non-members if artwork is supplied.

If you need assistance with design, members can access Red Hot Arts design services for free, general and non-members will be charged a \$15 design fee.

3 x North 3 x West



Window wrap



Turn the building into a promotional surface. With 20sqm to play with you can show the experience of being at your event with photo collages, artwork and branding with one month or more visibility. Format is 150 – 300DPI.

Window wrap north main \$900 or all \$1470

Window wrap west \$780 for one, \$1460 for two or \$2120 for all three

Create a Facebook event

What is a Facebook event?

A **Facebook event** is a calendar-based resource which can be used to notify users of upcoming occasions. **Events** can be created by anyone and can be open to anyone or private. The creator can invite his friends, members of a group, or fans of a page.

Why should I create one?

By creating a Facebook event you will increase your organic (natural) reach on Facebook. When you create a generic post, for example sharing a story about an event you've got coming up, it will only appear once in a timeline. That is the timeline of your page, group, profile etc. Unless of course you pay to boost it.

A Facebook event will appear as a recommended event. If someone shows they are interested in an event, it is promoted to all their friends as an event of interest.

Anyone looking for local events will have your event recommend if other locals have RSVP'd or expressed interest.

The more groups you share it in, the more it will appear.

****HOT TIP:** If you promote it in our "[What's On in Alice Springs](#)" Facebook group, it will appear in the timeline of events.

How to Create a Facebook event.

To create a private or public event:

1. Click **Events** in the left menu of your News Feed.
2. Click **Create Event** in the top right.
3. Click to choose between a private or public event. If you're creating a public event, you can set the event's host as yourself or a page you manage. You're not able to change the privacy settings once you've created the event.
4. Fill in the event name, details, location and time. If you're creating a public event, you can:
 - Add multiple dates and times
 - Select a category for your event
 - Add keywords about your event
 - Add a link to a ticketing website for your event
5. Click **Create**.

You'll be taken to your event where you can invite guests, upload photos, share posts and edit event details.

Note: Only Pages can add multiple dates and times to an event right now.

How do I control who sees or joins my event?

When creating an event, the host can choose between the following privacy settings:

Private Event: Visible only to the people who are invited. You can choose to allow guests to invite their friends. People who are invited can view the event description, photos, Wall posts and videos.

Public Event: Visible to anyone on or off Facebook. Anyone can see things like the event description, photos, event discussion and videos.

Note: Once you create an event, you won't be able to change the event's privacy settings.

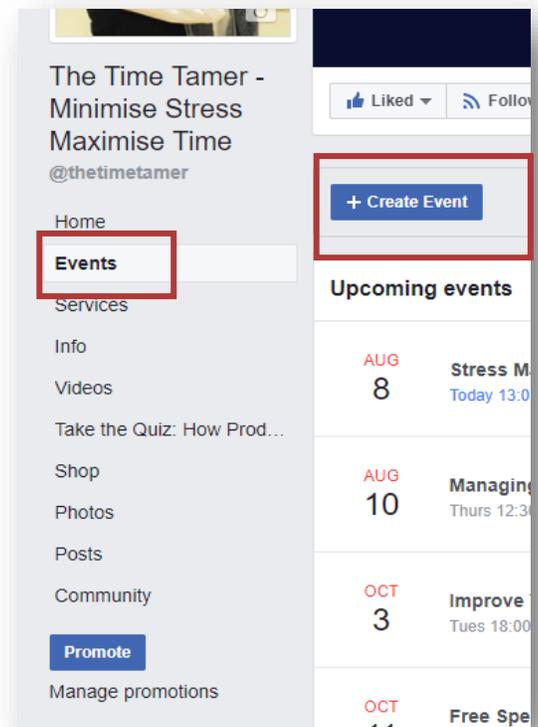
How do I invite people to my event?

If you're a host of an event, you can invite your friends to the event. Event creators are automatically listed as hosts.

To invite people to an event that's already been created:

1. Go to the event
2. Click **Invite** in the top right, below the photo
3. Search for and select friends to invite and then click **Send Invites**

As an event host, you can choose different privacy settings for who can see, join or invite guests to your event.



Tips and tricks:

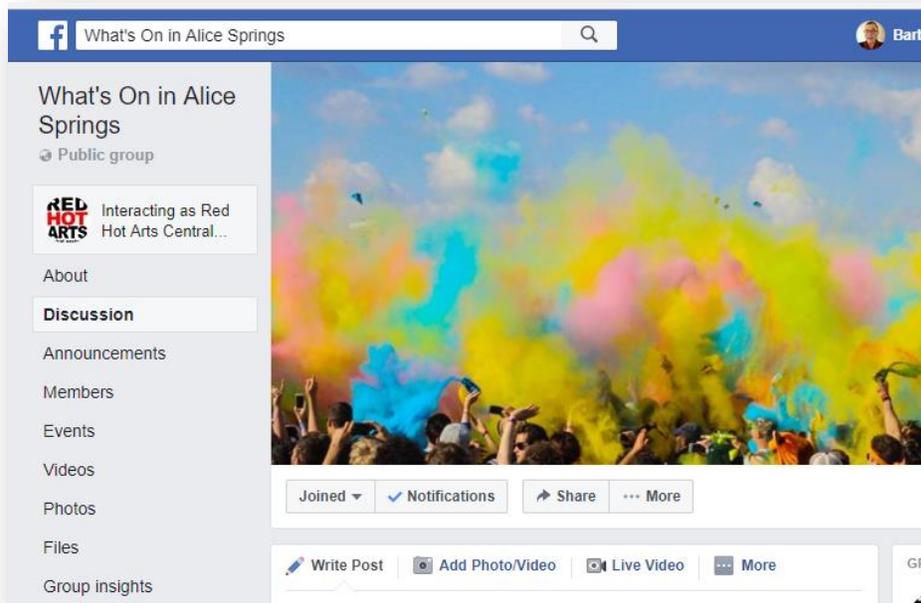
- If your event is regular, be sure to set the frequency.
- If you create the event inside a group, you can invite the whole group
- You can do targeted Facebook advertising to boost the event.
- Look at other events for ideas.
- Be sure that your description clearly demonstrates what people will experience.
- Post in the event regularly to keep people engaged in the lead up to the event.
- Use Canva to create a stylish Event pic (www.canva.com).
- Use Movie Maker to put together video clips & testimonials.

'What's On in Alice Springs' Facebook Group

Once you've created your Facebook event, be sure to share it in the Facebook group.

<https://www.facebook.com/groups/whatsoninalice/>

We will share your Facebook event if you have listed in your event posting our websites, however, it's good if you can post the event in the group yourself as people often ask questions in the comments.



A Facebook Event Checklist

- Catchy Event Title
- Location
- Date and Time (with 24 hour clock)
- Event Description
- Keywords
- Ticket URL
- Load a dynamic picture
- Invite people to the event and share onto your own page
- Share the event in “What’s On in Alice Springs” Facebook group
- Post in the event description to keep people engaged

Promotion Checklist

| Promotion Option |
|--|
| <input type="checkbox"/> Listed Event on Red Hot Arts website |
| <input type="checkbox"/> LED Signs design work booked &/or artwork submitted |
| <input type="checkbox"/> Digital Posters design work booked &/or artwork submitted |
| <input type="checkbox"/> Large A0 Poster design work booked &/or artwork submitted |
| <input type="checkbox"/> Window Wrap design work booked &/or artwork submitted |
| <input type="checkbox"/> Facebook Event |
| <input type="checkbox"/> Shared Event on "What's On in Alice Springs" Facebook Group |
| Other External Options |
| <input type="checkbox"/> Alice Springs Town Council Website |
| <input type="checkbox"/> Tourism Central Australia |

Red Hot Arts Support

If you would like support, ideas and strategies with your marketing you can talk to our team at Red Hot Arts.

Red Hot Arts staff can be booked by paid members to help plan pathways to success, offer technical advice on their shows, develop effective promotions and support with improving their budgets, applications and project planning. To book time with our staff contact the Red Hot Arts Administration Officer on 08 8952 2392 or email: admin@redhotarts.com.au.