

Surf Coast Events

# Event promotion opportunities



October 2020

# Partner with Surf Coast Events

## To promote your event!

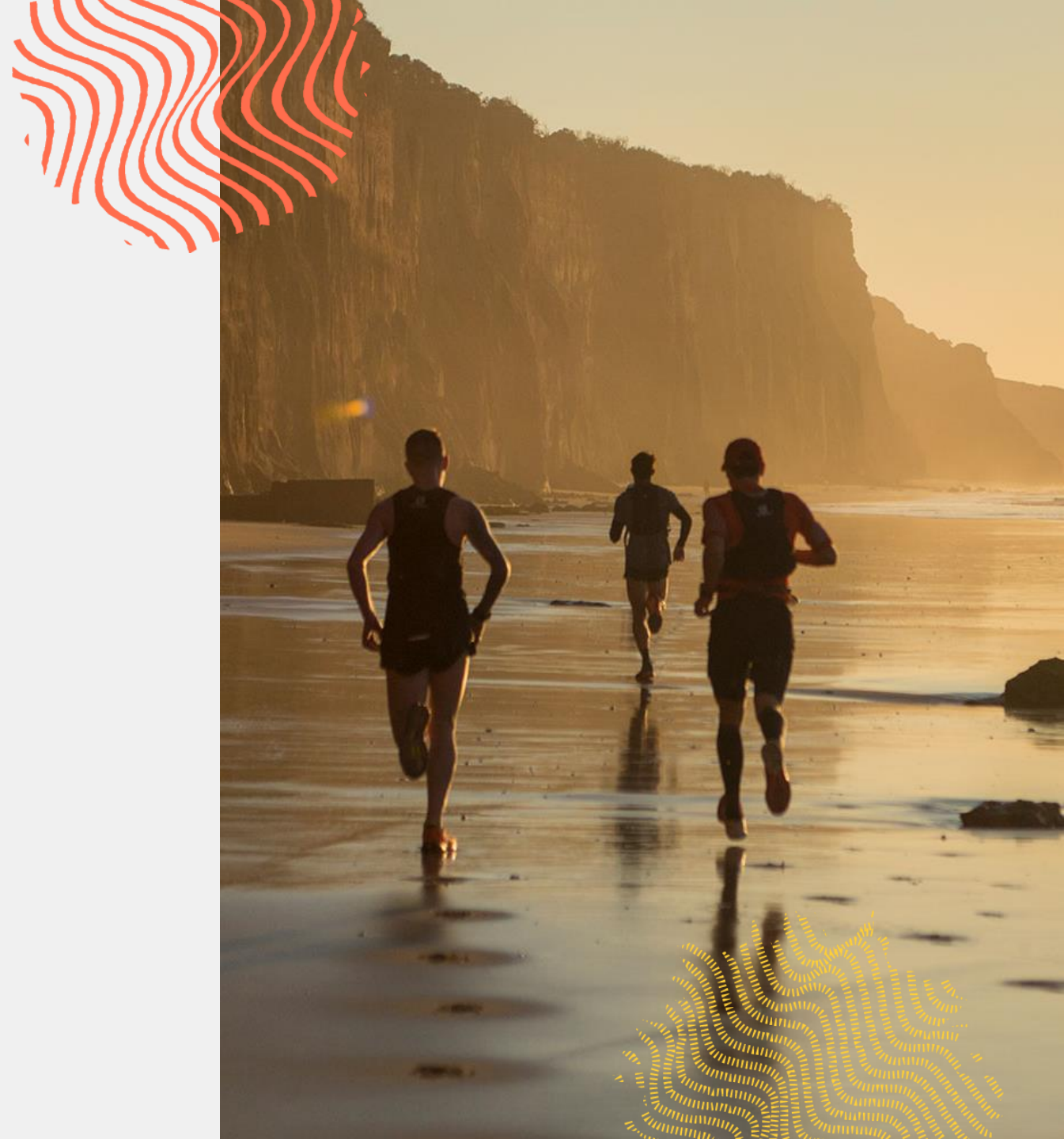
Energy and excitement flows through every event hosted on the Surf Coast. We want to share the stories and the inspiration!

We are super proud of the events that are held in our region and want them to be successful!!

Surf Coast Events is keen to partner with event organisers to promote their event details, to help drive registrations and attract attendees.

Please find following a list of opportunities that you can leverage to promote your event.

Tick off the items and get the word out there!



# Prepare your event sales pitch

**This should be short, snappy, no more than 250 words**

It must contain all the critical information that participants and attendees need to know, along with some inspirational words to entice them to get involved.

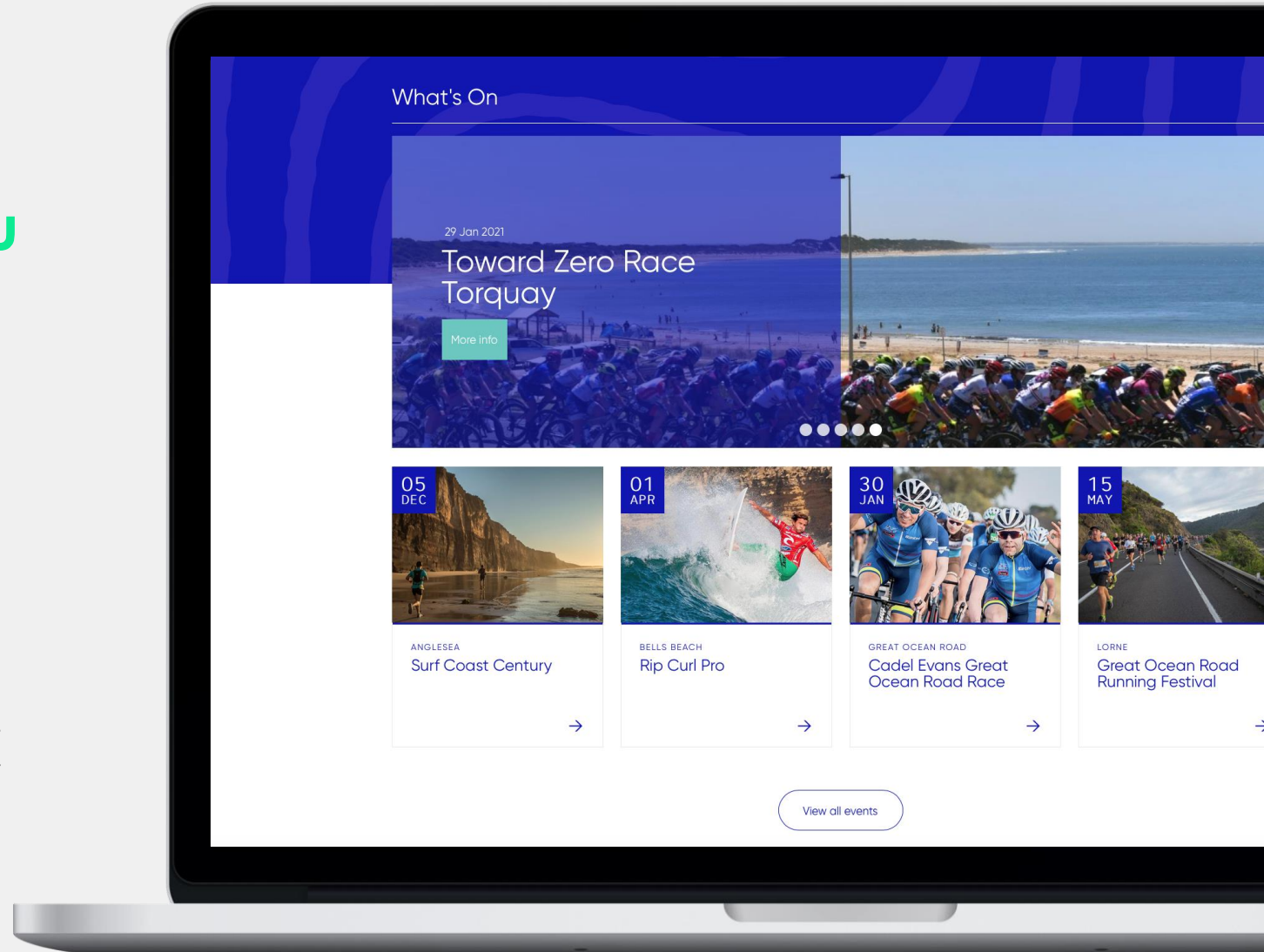
Your sales pitch should include:

- ✓ Description of event (why & how)
- ✓ Date, time, place of event (when & where)
- ✓ Your best event image/s, video and/or logo
- ✓ Call to action (what should they do if they want to get involved?)
- ✓ Link for registration, booking and/or further information
- ✓ Event website
- ✓ Social media platform/s



# List your event on [surfcoastevents.com.au](https://surfcoastevents.com.au)

- ✓ Major events held on public or Council land, events funded through the Surf Coast Event Grant Program, and larger community events that are open to the general public can be listed for free on the Surf Coast Events website.
- ✓ Submit your event details (your 'sales pitch' with all your information and images) [here](#).
- ✓ Remember to link your website to [surfcoastevents.com.au](https://surfcoastevents.com.au) and promote this website wherever possible. This will ensure maximum event cross promotion.



# Your sales pitch will be shared to the broader promotion network

Surf Coast Events will share your event information with the networks below for additional promotion. You are welcome to contact them directly if you would like to discuss other ideas or collaborations to promote your event.

## Surf Coast Visitor Information Centers

[torquayvic@surfcoast.vic.gov.au](mailto:torquayvic@surfcoast.vic.gov.au)

[lornevic@surfcoast.vic.gov.au](mailto:lornevic@surfcoast.vic.gov.au)



## Surf Coast Shire Communications Team

[communications@surfcoast.vic.gov.au](mailto:communications@surfcoast.vic.gov.au)



## Great Ocean Road Regional Tourism Board

[social@gort.com.au](mailto:social@gort.com.au)



## Tourism & Trader Associations

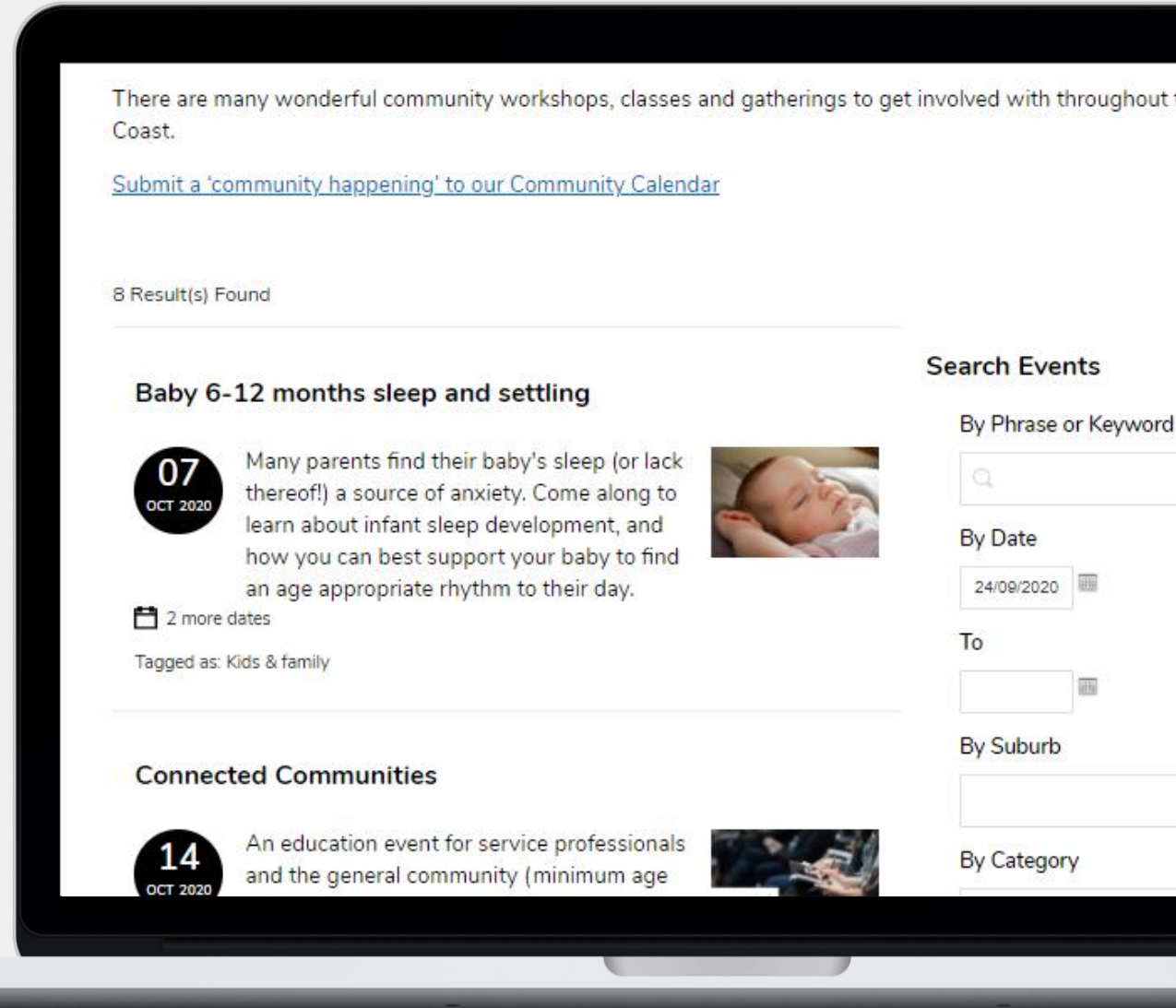
Contact the association in the town nearest to the event location

# Smaller events can list on the Surf Coast Shire community calendar

[surfcoast.vic.gov.au](http://surfcoast.vic.gov.au)

✔ Workshops, classes and smaller community happenings can be promoted on the Surf Coast Shire Council ['Community Calendar'](#)

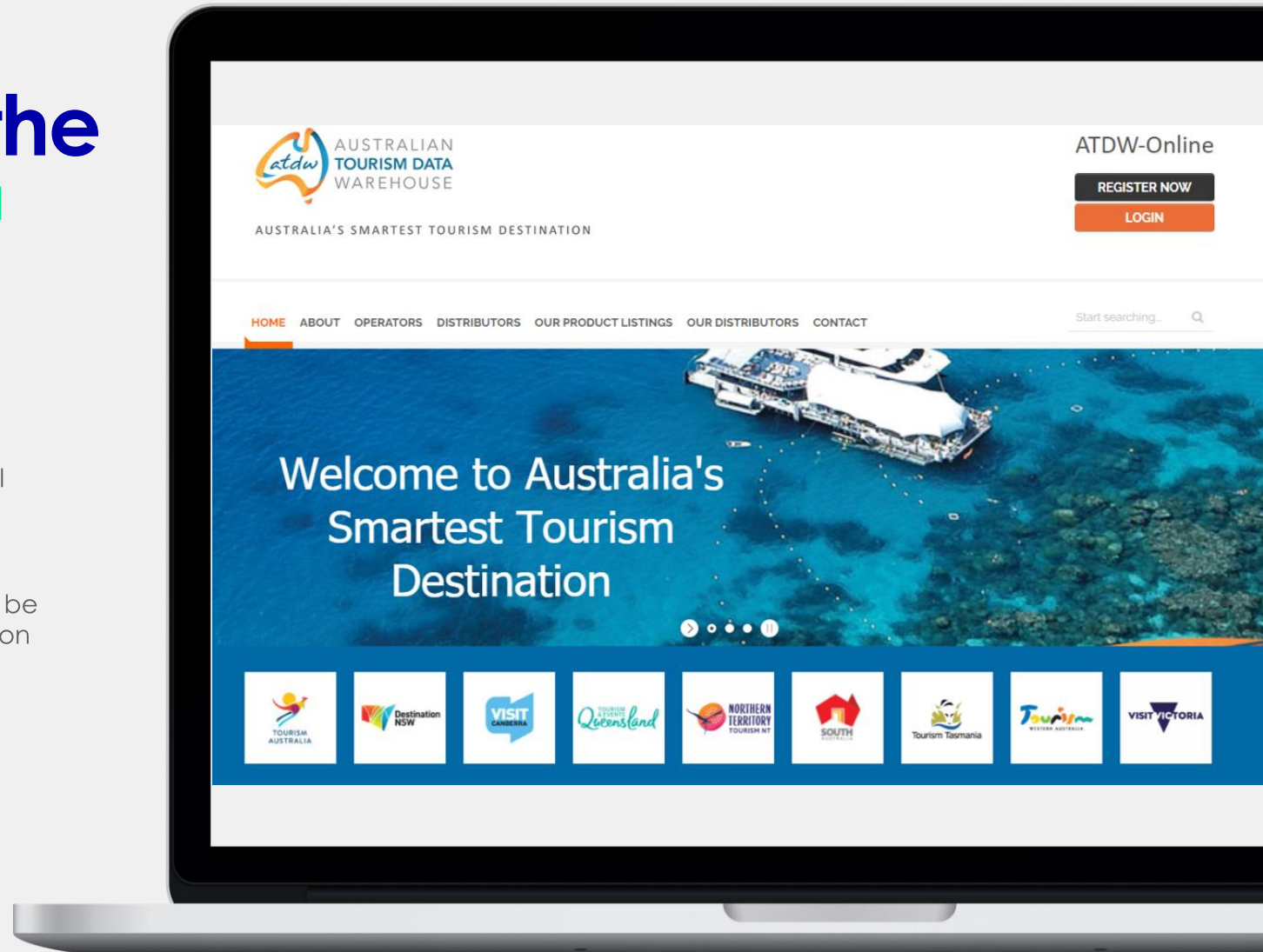
✔ [Submit your calendar listing here](#)



# List your event on the Australian Tourism Data Warehouse (ATDW)

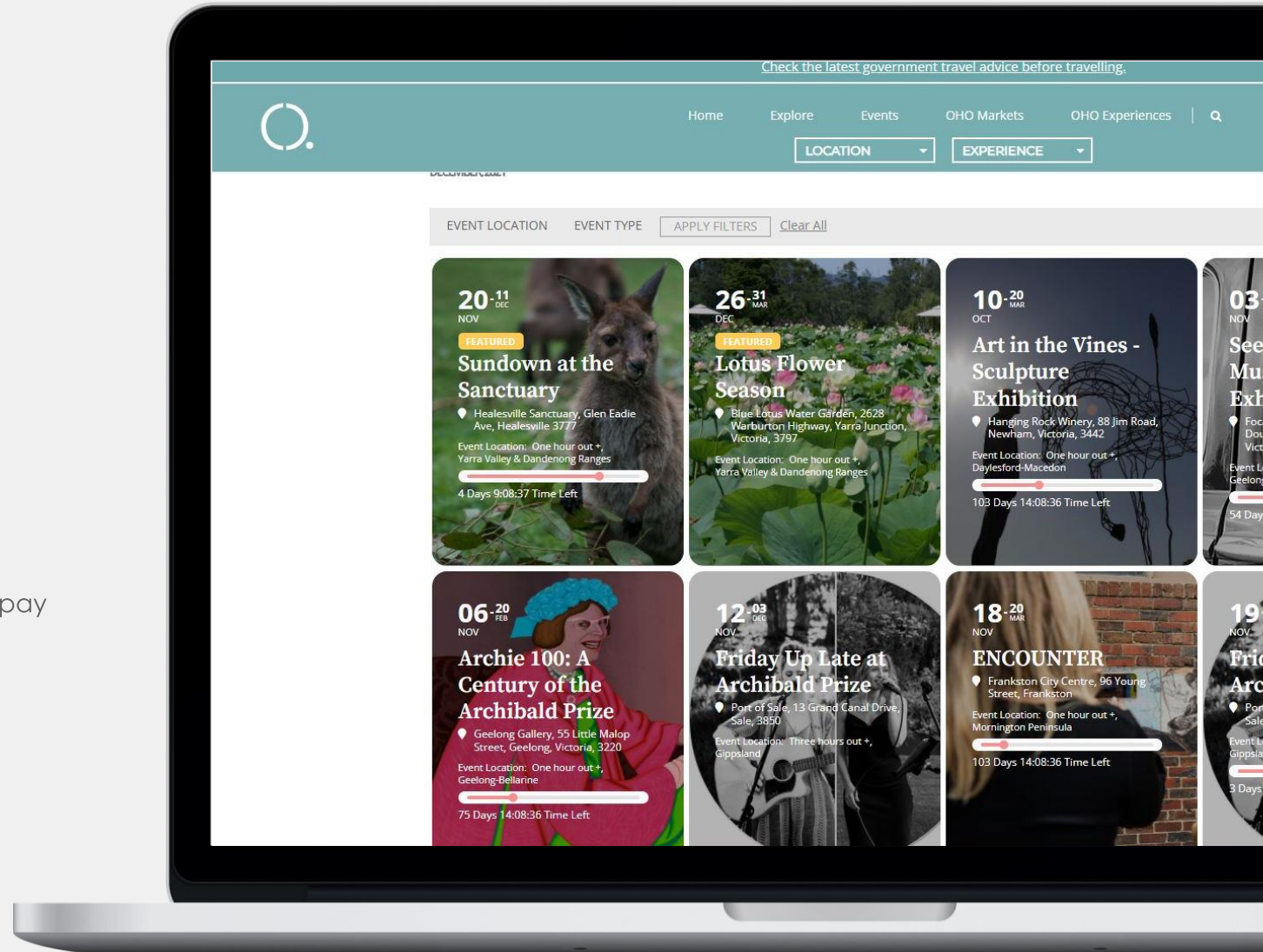
- ✓ Create a free [ATDW listing here](#).
- ✓ The ATDW is Australia's national platform for digital tourism content and distribution.
- ✓ When you submit a listing on ATDW your event will be promoted via search listings and on its own page on the following websites; [visitvictoria.com](http://visitvictoria.com), [visitgreatoceanroad.org.au](http://visitgreatoceanroad.org.au) and the relevant destination website within your region.

[Instructions on how to create an ATDW listing](#).



# List your event on One Hour Out (OHO)

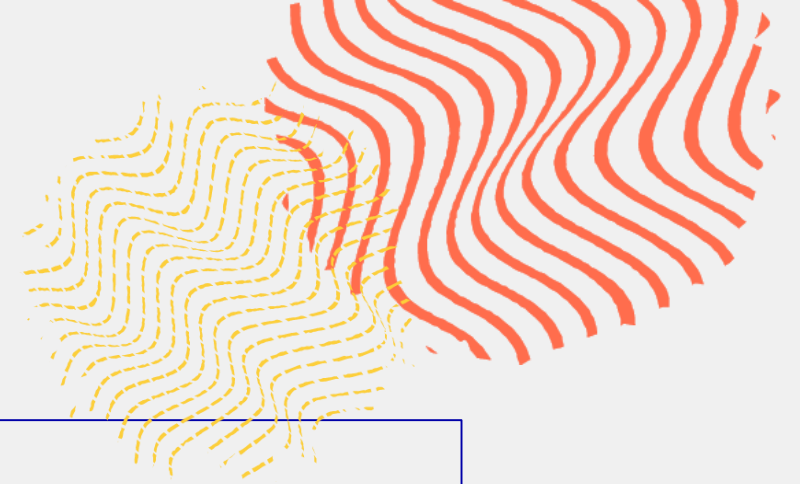
- ✓ Create a free One Hour Out [event listing](#).
- ✓ [One Hour Out](#) is a website (plus associated social platforms) that promotes events, markets and experiences in regional Victoria.
- ✓ It's free to list your event, and there are options to pay for extra promotion if you wish.







# Amplify your social media



## Tag Surf Coast Events

Surf Coast Events can share your event and/or post on our Facebook and Instagram pages – simply tag us!

 @surfcoastevents

 @surfcoast\_events

To further amplify your reach on social media promotion, also tag the following:

Facebook: @visitgreatoceanroad @visitmelbourne @SurfCoastShireCouncil

Instagram: @visitgreatoceanroad @visitmelbourne @surfcoastshire

These pages will then see your post and may share it further.

You might also like to use the relevant tourism #tag:  
#iamtorquay #iamanglesea #angleseaadventure #iamlorne #iamgreatoceanroad

And also the current tourism campaign #tag: #thegreatsleepover



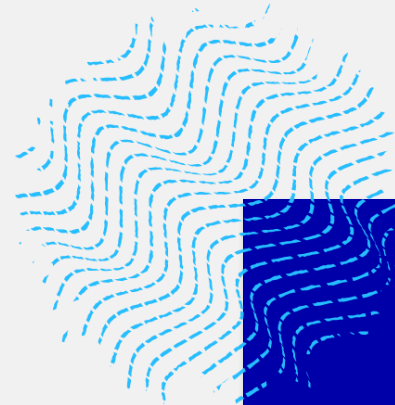
# Co-advertise with Surf Coast Events

Surf Coast Events have a weekly 38 x 4 panel in the Times Living section of the Surf Coast Times/Armstrong Creek Times.

There may be an opportunity (pending bookings) for you to promote your event at the bottom of this panel.

- ✓ The size of the ad is 10 x 4.
- ✓ Artwork must be supplied by the event to suit this size.
- ✓ The cost of \$200 is billed directly to the event by Surf Coast Times.

If you would like to take advantage of this opportunity, please contact [events@surfcoast.vic.gov.au](mailto:events@surfcoast.vic.gov.au) and include the edition you would like your event to be promoted in (Thursday).



**KBB DIGITAL**  
A Kodak's Business Builders Company

## All Things Digital

**Question:**  
Hi, I have just built my website (with the help of a friend). How do I work out what to say? I know I need to write about my business but I'm not really sure how to get started!

**Content or Copy as we in digital marketing tend to call it can be one of the hardest jobs you'll be when building your website.**

Copy writer Google looks for when writing your website. It's what your potential customers expect - and through to see if you're what they need.

**Here are the 5 Tips to help you.**

**1. Keep Your Paragraphs Short**

Think you're writing up articles and check, ensure your customer takes short attention span.

Tell them what they need to see quickly.

Use an engaging headline followed by 1-2 paragraphs underneath.

**Pro tip:** Make the First One a List

- Headings
- Bullet points
- Buttons

**2. Use POWER Words**

Power words are the secret to engaging copy. These are words that tell your readers 'great' and 'wow'.

Remember to use stuff on the second that goes down what they're looking for, or the next thing they need next.

Write like:

- Free (the free stuff)
- Instant or fast (as in an important job)
- New (early adopters love NEW)
- Special (also should want to know the secret)
- Top or best (as in want the best)

**3. Keep it Simple and Conversational**

Your website also is read like you speak. Your customers will have a better time reading words that make them feel comfortable and informal.

**Pro Tip:** Record yourself talking to your customers about your service or products. Then write that!

**4. Be a problem solver**

Your customer is almost always looking for an answer to their problem. So, make sure you're solving it! For example, "We build beautiful websites" says that's what we do, but then want to solve a problem, so should say "We build beautiful websites that convert more into customers".

**5. Finish every page with a next step**


Every Page Must Have a Next Step.

Your customer doesn't know what to do or where to go, so tell them. Fill in a form, click a button to email, sign up, etc.

Send Link. Or, add it to target to open check!

**KBB Digital**  
Your Surf Coast Digital Team





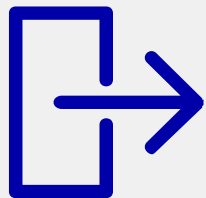
### Ask an expert: Q&A about all things digital

Chat to your local digital marketing team

[www.kbbdigital.com.au](http://www.kbbdigital.com.au) | 1300 997 115



# Take advantage of the Surf Coast Times special event advertising rates



All enquiries should be directed to Taren Flowers at Times News Group 5264 8412.

**Surf Coast EVENTS** **TIMES NEWS GROUP**

### ADVERTISING PACKAGES

*Each and every year our region is incredibly fortunate to welcome a series of wonderful and diverse events that excite locals and visitors alike.*

In collaboration with Surf Coast Shire Council, Times News Group and its publications have created a special event rate card that encapsulates all budgets and gives every event a platform to reach and engage with locals and visitors who enjoy what's good about where we live.




**Surf Coast Times** **Bellarine Times** **Armstrong Creek Times**  
**Ballarat Times News Group** **Golden Plains Times**

For further information please contact **Taren Flowers**  
 Sales & Operations Manager, Times News Group  
 Phone 52 648 412 or email [taren@timesnewsgroup.com.au](mailto:taren@timesnewsgroup.com.au)

#### INTRODUCTORY PACKAGE

- One - Quarter Page advertisement in the Surf Coast Times and Armstrong Creek Times
- Placement - Early General News or Times Living
- 1 x complimentary editorial (one image and 350 words)

**TOTAL \$375 ex GST (casual \$550 ex GST)**

#### BRONZE PACKAGE

- Three - Quarter Page advertisements in the Surf Coast Times and Armstrong Creek Times
- Placement - Early General News or Times Living
- 1 x complimentary editorial (one image and 350 words)

**TOTAL \$975.00 ex GST (Casual \$1,650 ex GST)**

#### SILVER PACKAGE

- Three - Half Page advertisements in the Surf Coast Times and Armstrong Creek Times
- Placement - Early General News or Times Living
- 1 x complimentary editorial (one image and 350 words)
- Editorial Article Co-Branded online on [surfcoasttimes.com.au](http://surfcoasttimes.com.au) site
- MREC - 20,000 ad impressions run of site - [www.surfcoasttimes.com.au](http://www.surfcoasttimes.com.au)

**TOTAL \$1,805 ex GST (Casual \$2,935 ex GST)**

#### GOLD PACKAGE

- One x Full Page Full Run advertisement in the Surf Coast Times/Armstrong Creek Times & Bellarine Times
- Two x Half Page Full Run advertisements in the Surf Coast Times/Armstrong Creek Times and Bellarine Times
- Placement - Early General News or Times Living
- 1 x complimentary editorial (one image and 350 words)
- Editorial Article Co-Branded online and boosted to Facebook on [surfcoasttimes.com.au](http://surfcoasttimes.com.au) and [bellarinetimes.com.au](http://bellarinetimes.com.au) sites
- MREC - 20,000 ad impressions run of site - [www.surfcoasttimes.com.au](http://www.surfcoasttimes.com.au) and [www.bellarinetimes.com.au](http://www.bellarinetimes.com.au)

**TOTAL \$3,155 ex GST (Casual \$5,810 ex GST)**

#### PLATINUM PACKAGE

- Three x Full Page Full Run advertisements in the Surf Coast Times/Armstrong Creek Times/Bellarine Times/Ballarat Times and Golden Plains Times
- Placement - Early General News or Times Living
- 1 x complimentary editorial (one image and 350 words) - all papers
- Editorial Article Co-Branded online and boosted to Facebook on [www.surfcoasttimes.com.au](http://www.surfcoasttimes.com.au), [www.bellarinetimes.com.au](http://www.bellarinetimes.com.au) & [www.ballaratimes.com.au](http://www.ballaratimes.com.au) sites
- MREC - 20,000 ad impressions run of site - [www.surfcoasttimes.com.au](http://www.surfcoasttimes.com.au), [www.bellarinetimes.com.au](http://www.bellarinetimes.com.au) & [www.ballaratimes.com.au](http://www.ballaratimes.com.au) sites
- 1 x Outdoor Digital Screen\* (opposite Rip Curl Building in Torquay) - 7 days  
 \*conditions apply to outdoor digital screen creative

**TOTAL \$6,025 ex GST (Casual \$14,745 ex GST)**

#### DEADLINES

- Booking Deadline - 10 working days prior to publication
- Material Deadline (Supplied Material) - 6 working days prior to publication
- Editorial Deadline - 8 working days prior to publication
- Digital Booking and Material Deadline - 8 working days prior to publication
- Outdoor Digital Screen Booking and Material Deadline - 6 working days prior to publication

# Install some temporary signage

Temporary signage, such as core flute signs, are cost effective and eye catching in the right location.

- ✔ A permit is required to install a temporary sign. You will find the [application form](#) and all relevant information [here](#).
- ✔ Events organisers are permitted to apply for up to two signs to be located on Council managed land and one on Great Ocean Road Coast Committee land, within the town where the event is to be held, with a lead time of 15 days.
- ✔ There are a number of local businesses that can expertly produce and install core flute signs for your event (subject to your permit).  
For example:  
MCG Signs  
DBM Signs

Remember, signs are seen at speed. For effectiveness, keep text to a minimum. Signs should include a clear image, name, date, location of event and website to find out more.



# Advertise on a digital billboard

Hallmark, signature and major events may choose to promote their event on the digital billboard located at 106 Surf Coast Highway, Torquay (adjacent to Rip Curl).



## Size

Billboard is 8 meters x 2.08 meters



## Timing

1 x 30 second grab every 5 minutes  
(more than one piece of artwork may rotate through your allocated slot)



## Cost

Advertising on the billboard is approximately \$750 ex GST per week



## Luke Course


Director  
m: 0431 304 043  
a: 62 John St, Eltham VIC 3095  
e: [luke@regionalbillboardco.com.au](mailto:luke@regionalbillboardco.com.au)  
w: [www.regionalbillboardco.com.au](http://www.regionalbillboardco.com.au)


## Enquire

Specs for artwork and other enquiries to Luke

# Distribute a Media Release

If you prepare a media release, include the following email address in your distribution list:

 [communications@surfcoast.vic.gov.au](mailto:communications@surfcoast.vic.gov.au)

 [events@surfcoast.vic.gov.au](mailto:events@surfcoast.vic.gov.au)

 [social@gort.com.au](mailto:social@gort.com.au)

Insert logo at the top

## Media release

Insert date here

### Write headline that sums up media release

Tips for writing a media release:

- You should be able to know what the whole media release is about just by reading the first sentence or paragraph. Put the most important information at the start and the least important information at the end. Make sure you cover the basic details: what, where, why, who, how and when.
- Write the media release in the same style that you read in newspapers, rather than in flowery or marketing style. Avoid corporate speak or jargon. Keep sentences clear and concise. Try and keep the release to one page.
- Include quotes in the media release. Quotes should be interesting, tell a short story and delivered in an informal style, such as:

"We know how much everyone is missing going to events right now, so we're running XYZ event online so you can be part of it from the comfort of your living room."

This is a much more interesting quote than the boring, long-winded quote below.

"As part of our commitment to providing opportunities for local community members to engage in a meaningful celebration of our locality, company XYZ is delighted to announce to this new and exciting online event for the Surf Coast region."

Here's another good example:

"This event is a first for the Surf Coast. With so many young families here, we know it's something locals will really get behind."

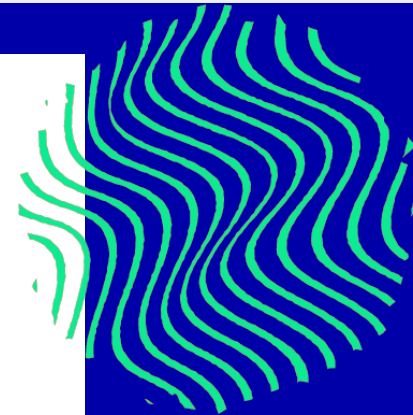
As opposed to:

"It is with much anticipation and excitement that we announce this inaugural event for our region that enables the provision of family-friendly activities."

- Organise a photo opportunity for local media to go with the media release (most local media will run a photo if you provide it). Use props, kids, animals – whatever is relevant and makes an interesting photo.
- Be aware of local media deadlines. For example Surf Coast Times go to print on Tuesday morning and the paper comes out on Thursday. So there's no point in contacting them on a Tuesday or Wednesday to promote an event happening on the Saturday.

For further information

Insert name and contact details





# Encourage participant feedback

The most powerful marketing is 'word of mouth'.



## Gather

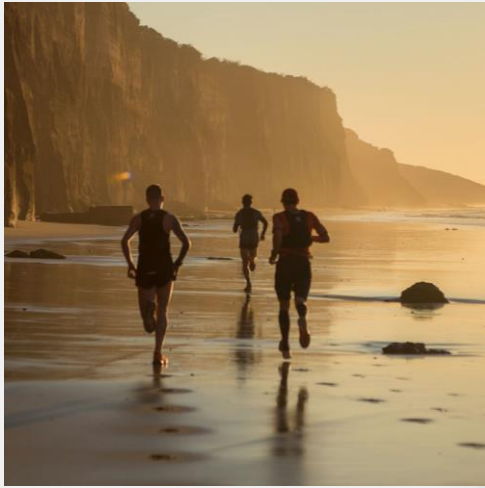
Make it simple and/or offer incentives for your participants to share their experiences, testimonials, images and videos on your social platforms. And engage with them when they do.

This will provide you with authentic content to promote the event, with permission of course.



## Share

If you share your reviews and stories with Surf Coast Events we can pass them on and share the good news.



Take some professional images

A picture says a 1,000 words!



### Consider engaging a professional photographer

The power of your marketing hinges on the quality of your content. People simply don't have time to read lots of text, but an image can portray a message in an instant.

There are a number of local photographers that will offer a small photography package at reasonable prices to support local events.



Surf Coast Events

# Event promotion opportunities



October 2020