

How do I get started?



Promoting workshops & events



Unless otherwise specified, “Promoting Workshops & Events” by Rachel Dobbs, is licensed under CC BY NC SA 4.0

What is involved?



Step #1: Listing your workshop or event...

Make it
public
&
sell tickets

Online ticketing platforms...

- Research what is available
- What **costs** are involved?
- How much do they **charge**?
- How easy are they for people to **use**?

Listing your workshop...



facebook®



Visit my
website



RSVPify.



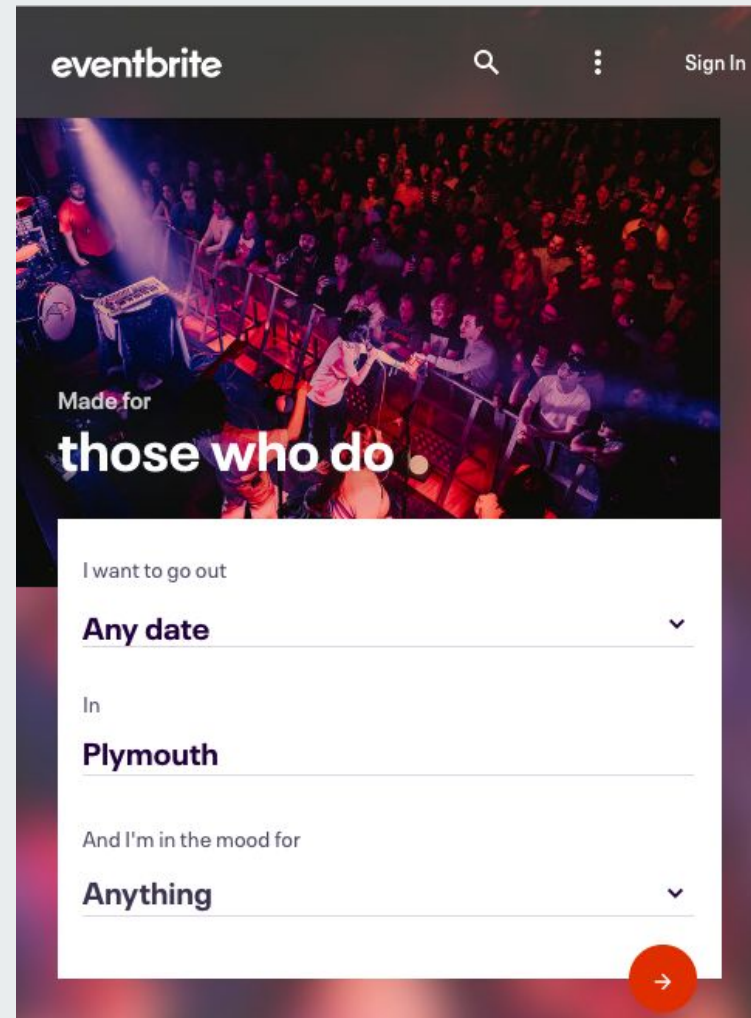
helm



BROWN PAPER TICKETS



PayPal



Listing your workshop or event...

**Make it
public
&
sell tickets**

What info will you need?

- Workshop / Event Title
- Feature Image
- Venue, Date & Time
- Description
- Ticket Price (inc booking fees?)
- Refund Policy
- No. of tickets available

Once you've made the listing...

**Tell
people
about it**

Save the URL!

- You want to be able to point people to your **ticketing page**
- How are people going to find out about it?
- **Some platforms allow you to auto-populate a Facebook event**

Once you've made the listing...

**Tell
people
about it**

Share the URL!

- Use a link shortener
 - ◆ tinyurl.com
 - ◆ bit.ly
 - ◆ bit.do
- Example:
tinyurl.com/KindleWireless

Using a link shortener...



TinyURL

Making over a billion long URLs usable! Serving billions of redirects per month.

- [Home](#)
- [Example](#)
- [Make Toolbar Button](#)
- [Redirection](#)
- [Preview Feature^{cool!}](#)
- [Link to Us!](#)
- [Terms of use](#)
- [Contact Us!](#)

Welcome to TinyURL!™

Are you sick of posting URLs in emails only to have it break when sent causing the recipient to have to cut and paste it back together? Then you've come to the right place. By entering in a URL in the text field below, we will create a tiny URL that **will not break in email postings** and **never expires**.

Enter a long URL to make tiny:

Custom alias (optional):
https://tinyurl.com

May contain letters, numbers, and dashes.

Reaching your audience...

Where do people find info about events?

Share info about your event or workshop

- Social Media
 - ◆ List as an event
 - ◆ Personal
 - ◆ Groups
 - ◆ Ask friends to share
- Posters / Flyers
- E-mail mailing lists

Reaching your audience...

Where do people find info about events?

Share info about your event or workshop

- Personal recommendations
 - ◆ Happy customers
 - ◆ Supporters
 - ◆ Friends of friends
- Identify your potential “cheerleaders”

Reaching your audience...

Where do people find info about events?

Share info about your event or workshop

- Where do people who would like **your event or workshop** hang out?
 - ◆ Particular shops, cafes, venues?
 - ◆ Attending other groups or activities?

Reaching your audience...

How do other people do it?

Look out for good strategies

- What are **other people** who run workshops or events like yours doing?
 - ◆ Good ideas for marketing?
 - ◆ Where do you see their marketing?

Marketing



How will people
find out about
my workshop or
event?

Quick recap

Set up a public listing...

- Use an **online platform**
- Use a range of **online & offline methods** to reach your audience
- Ask your **existing contacts** to help share & recommend
- Team up with **other people** & cross-promote

What is involved?

