

MIDSUMMA FESTIVAL

2017 EVENT PUBLICITY & MARKETING GUIDE



Welcome

Midsumma Festival is Melbourne's annual LGBTQIA+ celebration of arts, culture and communities.

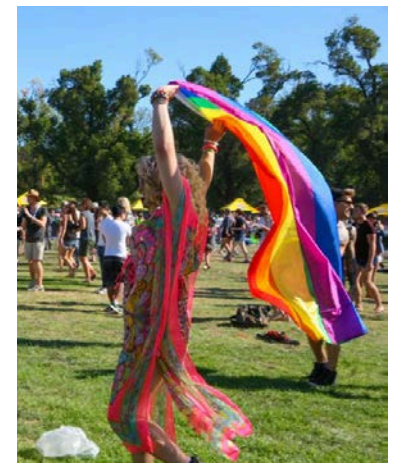
Over the past 29 years Midsumma Festival has brought the community this annual showcase of queer arts and culture. As the festival reaches 30 years in 2017, it continues to grow in maturity, mainstream appeal and audience size.

To assist your event with cutting through the media and gaining the maximum amount of exposure possible, Midsumma Festival has put together this marketing and publicity pack for all registered events. This document aims to provide you with some information on how to communicate, market and publicise your event.

With such a diverse range of events housed within Midsumma Festival, some information in this document may not apply to your event, but we recommend you read through and see what can help you make the most of your Midsumma Festival registration.

Don't forget that all events in the Midsumma Festival Program must carry the Midsumma Festival logo on all marketing and promotional collateral. The Midsumma Festival branding guide is available to download through the Midsumma website.

The Midsumma Festival team wishes you the best of luck for your event!



Publicising Your Event

Publicity refers to obtaining free media coverage for your event, and can include newspapers, magazines, television, radio or digital & social media.

Positioning

This is where you describe what you are presenting to the public. It is the key messaging used to communicate **WHAT** your event is and **WHY** your audience should buy a ticket.

Target Audience

In order to ensure your publicity campaign has the best impact; you need to be aware of your events' target audience. Identify the best mediums to reach members of your audience and tailor your communications to suit them!

When communicating with your audience, aim to appeal, differentiate and spark interest.

It is recommended to have a concise summary prepared that conveys any of the following areas that are relevant:

- The **key elements** of the event
Cast, venue, themes, story, dates, conditions of entry etc.
- The **aims and objectives** of the event
Does your event have an end outcome for the attendee?
e.g. STATUS is aimed at educating about HIV-stigma
- **Special Interest area**
eg. Highlighting awareness for a cause, exploring a certain theme
- **Experience offered**
eg. Drinks on arrival, social mixer
- **Unique elements**
Something that only your event offers
eg. Avant Garde production

By asking yourself these questions you will be able to keep your communication concise, your key messaging consistent and hopefully your event will be more attractive to potential attendees.



Marketing Your Event

Along with effective positioning, here are a few things to consider when marketing your event to maximise attendance.

Your Event

What your event offers. Can it be developed further?

- Does the event need to be adjusted for it to be more attractive to your target audience?
- Are the event and venue a good match?
- Is the total experience enjoyable?

Price

The cost of attending your event

- Is the ticket price right for your target audience?
- Is the ticket price right for your venue?
- Is there value for money at your price point?
- Is there an appropriate range of ticket options? (eg. concession, group, family)
- Do you need to alter price points to encourage attendance at particular sessions? (eg. Cheap Tuesdays)
- Are there additional costs the attendees will need to consider? (eg. parking, beverages, meals)

Convenience

Making your event easier to attend

- Ticket distribution – ensure you promote midsumma.org.au as the main point of sale to ensure uniformity across the entire Festival program.
- Are the dates and times appropriate for the target audience?
- Is your venue easy to get to?
- Public transport information will be included in your Festival guide listing.

Promotion

Communicating your event effectively

- Use your key messages when communicating your event (who it's aimed at, what it's about, when it will take place, where it is held and how the audience can engage)
- Use correct marketing tools (see next page) for your event.
- Ensure you follow Midsumma Festival's Branding Guide when using the Midsumma logo.



Social Media

Social media is the most cost effective way to promote your event.

Here are some tips to maximise your success on the following platforms:



Instagram

- **Let your creativity run free**
Instagram is a wonderful platform to show a preview of your event through photography and design.
- **Build anticipation**
Post some behind-the-scenes photos or a sneak peak of what your event has to offer.
- **Include a link in your page's bio**
Instagram doesn't allow links when captioning your images so make sure you send followers to your bio for ticketing enquiries and more information.
- **Encourage liking, tagging & sharing**
Engage your audience and their followers with incentives



Facebook

- **Create an event**
Events are a great way to reach, engage and communicate with attendees.
- **A Picture tells a thousand words**
Utilise bold, colourful promotional images to grab attention.
- **Size photos correctly**
Facebook link previews use a 1.9:1.1 aspect ratio. For newsfeed use 560x292px & for sidebar ads use 100x72px. For standard photo posts 1680x879px is an ideal size.
- **Post links directly to ticketing page**
Your audience will only be a click away from more information and a click away from purchasing.
- **Offer giveaways or incentives**
Ask your audience to engage by liking and sharing for a chance to win tickets.
- **Tag us!**
Type @Midsumma Festival to tag the Midsumma Festival Facebook page in your post.

There are a number of ways to advertise on Facebook. Further information can be found at Facebook facebook.com/business/products/ads



Twitter

- **Keep it short**
Tweets between 120 and 130 characters have the highest interaction.
- **Include promotional images**
Make sure you have event information in your images so you're not restricted by the character limit
- **Use #midsumma instead of @midsumma**
By using #midsumma, your tweet will not only reach your followers, but also everyone else interested in the festival.

#Hashtags

DO's

- Always use #midsumma
- Create your own simple, unique hashtag
- Keep hashtags consistent across your platforms
- Use trending, relevant hashtags and learn how accounts are engaging with them

DONT's

- #Don'tMakeThemTooLong
- Don't go overboard, clutter is not cute
- Avoid acronyms that people may be unsure of

Media Releases

All events are invited and encouraged to write a media release for inclusion in a booklet, which will be sent to Midsumma Festival's extensive network of relevant mainstream and queer media in Melbourne, Victoria and Nationally. Please send your media release to publicity@midsumma.org.au for inclusion.

A media release should include all details about your event, providing the media contact with all the relevant information they require to offer publicity for your event. When writing your media release, put the most important information first and the least important last. *Make sure you limit your media release to one page! Remember journalists and editors don't have a lot of time and will contact you should they desire/require further information.*

Your media release should include:

- Title of your event
- The name of your organisation
- When your event is on (dates and times)
- Where your event is
- What to expect at your event
- Who is involved in your event?
- Ticketing Information
- Contact details for further information
- An image for publication (x2 is ideal)

Journalists receive a lot of media releases, so make sure yours stands out!

Media contacts want to write stories that are interesting and different, so use your media release to explain why your event is unique and why people should attend.

If you choose to personally send media releases (as well as / instead of Midsumma sending it out), following up your media release is important. A few days after you send your media release, phone the media contact and pitch your event to them.

Timelines

Most publications will need at least two weeks notice so make sure you send your media releases out early – between two and four weeks. This will allow you time to follow-up. Remember every media outlet will have different deadlines and lead times.

Sending your media release too early can lead to it being forgotten and not included. Keep in mind that some Queer publications are monthly, with deadlines almost 4 weeks out from publication.

Images

Your images need to be eye-catching in order to maximise publicity. Make sure your images are interesting, colourful but not too busy. Consider using a single image consistently so that people will associate the image with your event.

The team at Midsumma Festival are available to provide feedback and guidance on your event image.

Interviews

If you're lucky enough to gain an interview, take your media release to the interview and ensure you have all the information on hand for reference. It is also important for the interviewer to have a copy of the media release.

Know your audience before the interview. Research the station/publication/website so you know what the audience is and what they will want to hear. Don't assume that the interviewer knows anything about your show, be ready to go in and explain everything!

Giveaways might assist in securing an interview. Inform the interviewer that you have tickets you can make available for a giveaway. Most media outlets will have procedures that govern how they manage giveaways.

Follow the Midsumma Media Release template available in Producer Resources area of midsumma.org.au

Contacts

Don't hesitate to contact us with any further enquiries.
The Midsumma Festival team is here to help!

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Please be aware that we are a small team (although mighty!) and
we may need some time to get back to you.