

GUIDE TO WRITING COPY

Your event/project will be listed alongside all other Regional Activations on midsumma.org.au. Your event 'promotional copy' (event description) is an important component to make your event stand out from the crowd.

The purpose of copy is to clearly outline your event/project in an engaging way. Your copy should answer WHAT is your activation and WHY should audiences be involved.



Have two versions of the event copy

Depending on website spacing and medium (e.g. Twitter vs. Facebook) it's best to have two versions of copy up your sleeve: short copy (200 characters max, approx 30 – 40 words) and long copy (200 – 300 words).



Think simple and clear

It's important to remember that although your activation might hold a complex message or be super-edgy, the primary purpose of your promo copy is to get the audience involved in your activation and attend any events. In other words, cause some intrigue but don't confuse audiences and put them off buying a ticket.



Keep it clean

Regardless of your target audience, remember that your copy is going in a public domain that includes children and young people, so even if your event is pitched as Adult Only, your copy should not be.



Get feedback

Show your copy to someone else first. It's best to get feedback from family or friends who you think might enjoy the event, but who are not already too familiar with the content. Do they know what to expect to experience at your activation from what they have read?



Avoid slang

Unless you only want people who are familiar with that slang to attend. This will be a very niche audience though.



Proof your copy

Check, and then double check before sending to us. During the proofing period, Midsumma may send a list of requests to ensure the event listing fits on the website and has no spelling or grammar mistakes. Midsumma Festival reserves the right to amend your event copy, although we will attempt to get your approval if possible

NEED MORE HELP?

As a starting point, check out past [Midsumma Program Guides from previous years](#) and see what resonates with you

or

Read arTour's [Top 5 Tips for Writing Your Show Synopsis](#).

