



Your Event Promotions [Your Event Information](#)

Writing your ad

Writing for the web can sometimes be quite daunting.. Particularly when you are competing with so many other websites out there. Lucky for you, we do all the hard work and have high search engine rankings ensuring your event is getting maximum exposure. This Fact Sheet has been prepared to assist you to consider how to best utilise the opportunities when promoting your event on Regional Events Live.com.au.

Grab their attention in 6 seconds..

After spending so much time organizing the event and getting all those extra little details sorted, it would be a shame to potentially miss hundreds of prospective patrons just because your advertising didn't get them interested.

So, let's look at how you can get them interested and keep them reading....

For this example, we will be using samples from the Platinum Events Listing. Don't worry if you've selected another option, you will just need to delete the material that isn't applicable for your listing and what is included is documented here on the listing information sheets.

What's important..

This is a big decision that will shape the way you advertise and effectively 'sell' your ad.

Write down 3 things here that would make you and your guests want to be there.

- 1.
- 2.
- 3.

Now, did you focus on what was unique and special to your event? Things like who will be featuring and what special features your event has - maybe there's a big prize to win??

Using an example of a made-up festival I'll begin... we have a concert, street parade, market stalls, bands in unique locations like the rotunda, park and race track as well as a great guest speaker for the Gala Dinner... this is what I would do.

1. Guest speaker - Kate Cebrano
2. Expecting over 2000 people for the street parade and market day
3. Most unique spot the band will play is a paddock

[Click here to see more information about using Action words in Advertising.](#)

Impress with 10..

You will notice that your event name is always displayed on any marketing and this is to retain consistency so that someone searching for the event who knows all or part of the name will be able to find it in our search tools.

All listings also show the first 12-15 words (it's actually based on space but this will give you a general idea) and for Platinum listings, wherever their event is displayed they also get an extra bonus of having their first 10 words showing. (see examples)

This means that those first few words need to interest them to read further...

The screenshot shows a sidebar on the left with navigation links: 'advertise now', 'about us', 'contact us', 'resources, information and your blog', and 'sponsorship program'. Below these are buttons for 'send an e-invite to your friends' and 'claim the date for your event'. The main content area displays search results for 'Mungindi Music Festival - Rhythm on the River' (28/09/2007 - 30/09/2007). The highlighted event listing includes: 'Location: Wheat fields, riverbanks, station gardens. | Towns: Mungindi | Address: Mungindi District | Contact: Margaret Barlow - Publicity Officer | Phone: 0267 532336 or 0267 532338 | Email: mbarlow@bigpond.com | Cost: From \$20.00 to \$120.00 for whole weekend | Opening Time: From 12:00pm 28th September to 10:00pm 30th September 2007'. Below this are two more listings: 'New England Wine Show - 4/10/2007 - 6/10/2007' and 'Girls Night Out - 27/10/2007'. At the bottom, there is a 'Walcha Mountain Bike Team Challenge - 28/10/2007' listing.

Your event as it appears in the search results



Your Event Promotions Your Event Information

Here's some examples using the event we have.

Here's the first example -

We have over 2000 expected at a huge weekend of

versus

Kate Cebrano headlines festivities in Mildura with bands in paddocks,

mmm I'm now interested enough to look. The last one told me a number of things like who is important that I might want to see, the town where the event is and it also gives me an impression of festival/carnival atmosphere with interesting and unique things like bands playing in paddocks...

[Click here to see more information about using Action words in Advertising](#)

Did you know...

Regional Events Live is placed high on search engine rankings because it is full of valid and current content. More often than not, we've found this ranking in the first 5 sites and above local tourism and council sites. [Click here to read more about it.](#)

It's all over when..

One of the most common mistakes people make is in the use of 'jargon' or acronyms. Think about who your audience is - if you are targeting the business market and you would expect SME's to be a term they would understand then use it but if you really want the home-based businesses then say it, remember that they are working from home and may not be up with the SME jargon.

The thing to think about is who do you want at the event and how will you make the ad appear so it will attract them? Let's say we have a band coming to Dubbo. Here's an example

Thirsty Merc Rocks Dub Vegas (Event Name)

Get ready for the party of the year. Limited tickets (first 10 words)

So even though your event date will be shown in some areas, this creates a sense of urgency to get tickets and tells them in the first few lines how much time they have.

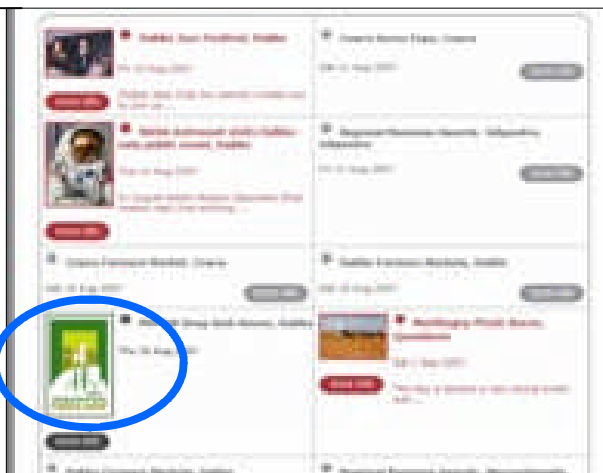
A picture says a thousand words..

Now for the visual impact. If your listing includes a picture don't waste the perfect opportunity to shine.

One of the great things about Regional Events Live is that because it has such a wide variety of categories to select from your going to have lots of different people with lots of different interest — just like us!

So an effective way to grab their attention is by using the picture or logo to demonstrate your event. I like food so this one grabs my attention!

To help you select the right picture and maximise the visual impact, we've got some examples of how you can cut your picture and just use a section of it to showcase your event.



Extract from Regional Events Live Calendar Newsletter

[Click here to read information to help you select and get the most out of the pictures you are using.](#)