

EVENT PROMOTION OPTIONS

The purpose of this information is to assist event co-ordinators by providing a number of options that can be used to promote upcoming events. The decision as to which options to use is ultimately up to the co-ordinator and depends on things like who one is trying to reach, time and resources available and so on.

This list, created in late 2018, is by no means complete and fluctuates over time with changes in technology and popularity as new options present themselves

I would encourage anyone with suggestions on additions, changes, more detailed information, etc. to forward your thoughts to me and I will add them to this list.

It is my hope that by making this information more readily available, such as through the resource section of the [St. Thomas' website](#), that it will encourage event planners to give more thought to promoting events by assigning a team member to this task rather than having to rely on implementation by others.

Submitted by:

Phil Allison: webmaster@stthomasbelleville.ca

chair of Communication Committee

USE	OPTION	IMPLEMENTATION	CONTACT or GUIDANCE	COST	COMMENTS
	Posters and fliers	Create and circulate	Internet search "event promotion" for helpful hints. Various apps. are available to assist with poster design and/or publication and printing Mike Blamire has offered his assistance in learning to use these apps. mike.f.blamire@gmail.com	Printing costs Med-high	Can print at home (attachment or download) Physically distribute to local bulletin boards.
	Telephone relay team	Requires significant co-ordination and participation		low	Takes time and a lot of people. Can become distorted through repetition
	Sunday bulletin	Provide complete written details to office by Wednesday before	Sandra Kennerley 613 962-3636 office@stthomasbelleville.ca	na	On time submission important. Church based events are copied to the website as per information in the bulletin.
	Preservice Announcements	Provide written details to Fr Brad before service		na	Reaches only those present
	Parish email	Provide written details to office at any time	Sandra Kennerley 613 962-3636 office@stthomasbelleville.ca	na	Distributed by permission to all parishioners on mailing list

	St Thomas' website	Provide written details to webmaster at any time webmaster@stthomasbelleville.ca	Phil Allison 613 967-2754 webmaster@stthomasbelleville.ca	na	Best if information provided in msWord and images as JPEG or GIF
	St Thomas' Facebook "group"	Any member of this Facebook group page can "post". ie: place articles and images. Members can also share posts with friends.	Mike Blamire for assistance or training mike.f.blamire@gmail.com	na	The purpose of this "group" page is to facilitate the secure exchange of information between members of the group. Membership and content are controlled.
	St Thomas' Facebook "public"	Posts can be added or shared by any Facebook users. "Authorized" St Thomas' posts must be added by administrators	Administrators are- Fr. Brad Beale: < stthomaspriest@gmail.com > Francine Nguyen-Savaria: < youthatstthomas@gmail.com > Matthieu Latreille: < MusicAtStThomas@gmail.com > Steve Payne: < steve@ruready.com > Other??	na	The purpose of this "public" page is to provide a platform with a broader readership and to be more easily accessible by the public to promote all St Thomas' events
	eNews events Diocese of Ontario	Events submitted are listed in weekly newsletter to subscribers throughout the Diocese and under "events" on website	Go to http://ontario.anglican.ca/wp/eneews-weekly/ click on "submit event listing" and fill in the details	na	
	Third party sharing	Recipients sharing by word of mouth, forwarding, sharing, retweeting, selling tickets etc.	Self directed	na	

	Community Press	Send short write up of event to the email address 1-2 weeks before event.	cp.calendar@sunmedia.ca	na	
	Belleville Intelligencer	Follow instructions per website	http://bellevilleintelligencer.adperfect.com/	High- /website	Relatively costly and only reaches limited readership
	Belleville radio FM	Send short write up of event to the email address.	bulletinboard@cjbq.com goes to all here stations	na	
	Event program handed out on admission	See “posters” above			A good way to combine a series of events and promote those upcoming
	Sandwich Board placed outdoors	Requires design and construction		Material costs and labour	Storage between events can be an issue. May have to be stored offsite
	St Thomas’ Outdoor Billboard	Submit event name and time to office	Sandra Kennerley 613 962-3636 office@stthomasbelleville.ca	na	Person in charge of event adds the event to the billboard. Needs two people.
	Your TV (Cogeco)	Send short write up of event to the email address 1-2 weeks before event.	Go to their website or to yourtv.-belleville@cogeco.com	na	Message will be posted on their TV channel
	Quinte Arts Council	Promote through Umbrella Arts Newspaper	Submit event at http://quinteartscouncil.org/events/submit-an-event/	Free to members \$40 per year	Upcoming events on website and in magazine published quarterly
	SNAPT Quinte	Log in and “submit your event” following the prompts	Go to SNAPT website http://quinte.snapt.com	na	Wide range of promotion options available including advertising, photos

					and even ticket sales
The following are not currently being used by St Thomas' but certainly could be options in the future. Where does one stop? How does one measure the effectiveness of each option used?					
	Twitter				
	Instagram				
	Linkedin				
	Email Blasts				
	YouTube				
	Snapchat				