Game on Nottingham Community Marketing Toolkit

Help and advice for promoting a community event

Nottingham City Council

This toolkit provides individuals, community groups and organisations with some practical tips, ideas and support on how to promote and publicise your own Game On community event, street party or themed celebration.

Key things to consider

- Use a 'BIG' bold header which grabs people's attention. The individual 'big word' should be consistent with the message you are communicating.
- Always include contact details on all publicity materials: – provide your address as well as a phone number and email address so that people have a choice about how to get in touch.
- Simple is best – don't go overboard with fancy fonts and graphics. Material should be easy to read and images/graphics should not get in the way of the text.
- When writing any material think about the tone of voice - be clear, concise and warm.
- Check carefully for any errors - double check spelling, punctuation and grammar.
- Try not to use long words or jargon and remember to spell out any abbreviations.
- Make sure you have included all the relevant information such as location and start times.

Game On logo

The Game On logo is one of the key visual elements being used to promote the programme of events and activities being delivered in Nottingham to celebrate the London 2012 Olympic and Paralympic Games.

We want the community element to be very much part of Nottingham City's programme and would encourage you to use the Game On logo. Please follow the guidelines on this page to ensure the correct and consistent use of the logo whenever it is applied to your marketing material! Don't forget to include supporting logos where applicable i.e. a sponsor.

Use of logos
As a general rule make sure that logos stand out from whatever the background colour is. The logo should never be stretched, squashed, skewed, rotated or altered in any way.

As a guide to aid consistency the logo should be used at the following sizes on these literature formats, portrait and landscape.

A3 56.6mm
A4 40mm
A5 28.3mm

Printed materials

Posters & Flyers
A poster or flyer can be used to advertise a specific event or to promote the services you provide.

Posters can be eye catching if they are displayed in the right places, such as public notice boards and shop windows.

Flyers should contain just enough information to make people interested enough to want to find out more. Including too much information can be a turn off.

Keep the text short, simple and punchy. Write a good headline and make sure it stands out.

If you have a limited marketing budget, flyers can also double up as small posters. If you have the budget to print double sided you could add photographs, a map and quotes.

Fonts
Arial is an acceptable font to use for general text, page titles and headings. A minimum of 12pt font size should always be used with a recommendation of 14pt - 16pt to reach people with visual impairments.

Photographs
If you're using your own camera, use the highest quality setting available on the camera to get the best quality image which can then be used at a larger size on displays, etc.

If you're planning on taking a photo of an individual or small group to use in a leaflet, display or on the web - you need to get the subject's permission.

For big groups of people – say street scenes of a town centre – it's not practical to get permission from people before you take any photographs. It is recommended that you display a notice letting people know that photos will be taken between certain times.

Public relations

Press releases
There is no hard and fast rule for writing the perfect press release, but the key is to keep it simple. Your aim is to show that you have an interesting story - the journalist can then contact you if they need more detail.

News is people. There needs always to be a human interest angle to the story.

Local journalists are more likely to be interested in a story that includes one of the following elements:

- Individual or group achievement, particularly in the face of some adversity
- Superlatives – biggest, newest, best etc
- Community impact – how you/your group are playing a key role in local life

Try to summarise your story using the following

- A headline
- Three paragraphs that explain the five W's who, what, why, where and when
- A direct quote from a named spokesperson

Include a contact name, and briefly outline any photo opportunities.

Making contact with local journalists
The local media can help raise awareness about your event to encourage more people to attend on the day or report about how the event went afterwards so it's a good idea to establish and maintain a positive relationship with them.

- Find out when all your contacts' deadlines are and how far in advance they need information.
- Local broadcasters will often want to film (or record for radio) at an event, to illustrate a story so be prepared for this. They may also send a reporter or photographer along on the day to cover the event.
- You will always need to consider the issue of parental consent when children are being filmed or photographed.

If the story is of interest the media may contact you directly for a quote or brief interview. If you are asked to take part in an interview think about who would make a good spokesperson, what you want your spokesperson to say, and how they will say it.

Other ways to promote your event

1. Add your event to our online What's On calendar

Nottingham City's Council's FREE online calendar tells you what's going on in Nottingham.

To add your event visit:
www.nottinghamcity.gov.uk/static/whatsonnew/default.asp

When adding your event, remember to:

- Capitalise the event title appropriately
- Don't use abbreviations
- There's no need to repeat time and date info in the description box.
- If you are adding a website link use a full http:// link

- Choose an appropriate category/ies – this helps people to find your event if they search using this filter. We've added a Game On category to help people who are searching for events in Nottingham that celebrate the Games. Feel free to select this as one of your categories.

2. Promote your event 'virally'

Everyone who has contact with you, your organisation or group can contribute to marketing your event and can promote positive messages "virally" (i.e. spreading the word!). By communicating in this way you are undertaking a very cost effective form of public relations.

Social media (i.e. Facebook, Twitter)

You may wish to promote your event by setting up an event in facebook and inviting your fans or tweeting the details of the event to your followers.

Useful contacts

Websites

Useful documents, tools and templates are available on the City Council's Game On website:

www.mynottingham.gov.uk/gameon

Your key media

Newspapers

Nottingham Post:
Tel: **0115 948 2000**
Email: **newsdesk@nottinghampostgroup.co.uk**
pictures@nottinghampostgroup.co.uk

Nottingham Topper:
Tel: **0115 982 6974**
Email: **john.topper@btconnect.com**
pictures.topper@btconnect.com

Hucknall & Bulwell Dispatch:
Tel: **0115 955 5577**
Email: **newsdesk@hucknall-dispatch.co.uk**

Radio

Radio Nottingham:
Tel: **0115 902 1890**
Email: **radio.nottingham@bbc.co.uk**

Capital FM:
Tel: **0115 873 1520**
Email: **news@trentfm.co.uk**

Smooth Radio:
Tel: **0845 111 6397**
Email: **news@gmgradio.co.uk**

Gem 106:
Tel: **0115 910 6100**
Email: **news@heart106.com**

Kemet FM:
Tel: **0115 970 1461**
Email: **info@975kemetfm.com**

TV

East Midlands Today:
Tel: **0115 902 1917**
Email: **emt@bbc.co.uk**

Central News:
Tel: **0844 881 4122**
Email: **centralnewseast@itv.com**

Online

BBC News Online:
Tel: **0115 902 1873**
Email: **newsonline@bbc.co.uk**