



How to promote Your Big Adventure

Your own aims and objectives for National Go Canoeing Week will determine exactly what activity your club or centre could undertake but here are some ideas of things you could do.

Social media

Social media can be a great, free tool to promote your event, especially Facebook, Twitter and Instagram.

Facebook

- Promote National Go Canoeing Week activities at your club/centre/area
- Pictures and videos have a higher impact than just text
- Create an event page about your planned activities – include dates, time, venue, contact details and sign-up sheet
- Consider Facebook advertising to promote your events. You can set the maximum cost and campaigns can run from as little as a few pounds
- Tag British Canoeing into your posts so we can see and share your events.

Twitter

- Follow and interact with local 'influencers' such as MPs, sportsmen/women, celebrities for example as well as local organisations which might be interested in your National Go Canoeing Week event. This could include sporting bodies, activity centres, gyms, swimming pools, sports shops etc.
- Think about when other people might be online, such as evenings, weekends and plan your schedules around that.
- It is possible to schedule Tweets (& Facebook posts) in advance so you don't need to log on each day but do remember to monitor comments or questions where possible. Make social media, social.

Instagram

- Use the British Canoeing templates to post details of your event
- Post some great pictures of your members, taking part in activities – don't forget to smile!
- Tag in local influencers into your posts.

We'll be using the hashtag #thebigadventure to promote activities in the run up to and during the week. Please use it too so we can see your posts.

Marketing templates

We have produced a series of marketing templates what will make it easier to promote your event in your local area and these can be found online [here](#)

Have a think about where you could display them, in and around your club house, at local venues such as the library, the supermarket, local sports centres and swimming pools or youth clubs.

You could also send an invite to your local scout groups, schools, sports teams too.

PR Guidance

Talking to the local media is one way that you can raise the profile of your club/centre and its National Go Canoeing Week event, and generally showcase the sport in your area.

Journalists are typically very busy it helps to be as concise and as clear as possible when you talk to them. Tell them upfront what your story is and why it is important to their readers.

Send them an email and follow up with a call to sell your story and provide more details. Having a short conversation on the phone with a journalist can make the difference between no coverage and great coverage.

When writing a press release keep it short and to the point. Make sure you 'sell' your story:

- What is new about it?
- What is special about it?
- Why is it different?
- Why is it important?
- What are the benefits?
- What can you do?
- Why would their readers be interested?

A picture paints a thousand words so make sure you have images prepared in advance so you can share them with a journalist. And don't forget to caption them so they know who is in it!

Inviting a photographer or journalist from the local media can be a good way to get coverage. After all, canoeing is a visual sport so there will be plenty of great images to be captured.

TOP TEN EVENT MARKETING TIPS:

1. Ask your members to tell their friends, family, colleagues and neighbours about your event
2. Make sure that all posters have clear and accurate information on them
3. Work with the local media (newspapers, radio, tv, websites) to promote your event
4. Speak to relevant local businesses/community groups/education providers to help promote your event
5. Use social media to share the information about your event
6. Publicise on your website
7. Hand out flyers in local busy areas – check with the council as to what license or pass you might need
8. Make sure your event is registered with British Canoeing so we can make sure you have access to all the available information and collateral. Click [here](#) to find out more
9. Invite a local celebrity/MP to come along and use their profile to support your event
10. Share what you are doing with British Canoeing through social media and we can help to amplify your message. We'll be using the hashtags #thebigadventure in the run up to and during the week.

Other useful sources: <http://www.sportenglandclubmatters.com/home/club-promotion/>