Promoting your event

Nature Festival

10 tips for promoting your event

1. **Share the right link**: If you are using our booking system, you will have a Nature Festival program link and a Humanitix link. Please always share the Nature Festival link (it should look like: http://naturefestival.org.au/event/your-event). This ensures contact and host info will be correctly displayed.

2. **QR code**: Want to put a QR code on a poster? You can download a QR code for your specific event on the Host Dashboard under the "Your Events" section. This code will be different for each event.

3. **Social tiles and logos**: Go to the "Promo tools" tab on the Host Dashboard for resources including email banners, facebook and instagram squares/stories and our logos.

4. **Promote others**: Promoting others is a great excuse to promote yourself. Are there other events that might pair well with yours (e.g. other 'tree events'? Share a round-up of events that includes yours.

5. **Be personal**: Sharing the personal relationship or history with nature for someone involved with your event. This doesn't feel as much like marketing and gives you an angle for an additional post. Tag @naturefestivalsa and use the hashtags #naturevoices and #naturefestivalsa. Example nature voice.

6. **Give aways**: Give-aways are great ways to promote your event, particularly if you can put together a package of tickets and add-ons with a value of over $150. We can sometimes help with giveaways, so reach out if you are interested.

7. **Facebook event**: Connect your Humanitix event to Facebook, add Nature Festival as a co-host and we'll help share.

8. **Link into ANPC**: If you want to link your even into a bigger narrative, you can download the The Adelaide National Park City logos or posters from the promo pack.

9. **Traditional media**: Against the Grain have created a DIY PR Kit with do's and don'ts, example media release, and Adelaide PR contacts.

10. **Social media**: Use the #naturefestivalsa hashtag and/or tag @NatureFestivalSA in your Facebook or Instagram posts and stories and we'll share whenever possible.