

# Tips For Promoting Your Event

A little promotion can go a long way. You do not need to do lots of marketing to make your picnic a success - a few simple steps can help you spread the word and encourage people to come along.



## Start with the basics

- Decide who to invite and how best to reach them—whether in person, by email, posters, noticeboards or social media. Keep your message clear and simple, including what it is, when and where it's happening, and how to get involved.



## Use word of mouth

- Tell people why you are taking part.
- Ask friends, family or colleagues to help spread the word.
- Encourage people to invite someone else along.



## Make social media work for you

- Share a simple post with the date, time and place.  
Post a reminder the week before the event.
- Share a few photos or updates on the day if appropriate.  
Keep posts warm, positive and welcoming.
- Tag Dementia Adventure in your posts.



## Local promotion ideas

- Display posters in places like workplaces, cafés, libraries, community centres, GP surgeries or shops, using our template. Share the event on local Facebook or listings pages, and include it in school, church, care home or community newsletters.

**Top tip** Keep posts friendly, positive and respectful, focusing on the event, the outdoors and shared experiences. Avoid sharing any personal or sensitive information.

