

## Event promotion FAQs

### 1. When should I start promoting and taking bookings for my event?

You should start promoting and taking bookings for your event when the whole festival programme launches in early October. Please refrain from promoting your event before this point. When we all start promoting at the same time it helps to raise the visibility of the festival and create a bigger 'splash'. We also want to avoid events becoming fully booked by the time that the festival programme is officially launched.

### 2. How should I brand my event?

You do not have to adopt the festival branding when creating promotional materials for your event (but if you wish to you can find more about that in our [organiser guide](#)), but we do ask that **all** organisers do the following...

- Where possible include the Being Human logo and partner logos, along with the following text: *'This event is part of the Being Human festival, the UK's only national festival of the humanities, taking place 11-20 November 2021. For further information please see [beinghumanfestival.org](http://beinghumanfestival.org).'*
- If you do not have enough space for the partner logos, please use the Being Human logo and the following text: *'This event is part of the Being Human festival, the UK's only national festival of the humanities, taking place 11-20 November 2021. Led by the School of Advanced Study, University of London, in partnership with the Arts and Humanities Research Council and the British Academy. For further information please see [beinghumanfestival.org](http://beinghumanfestival.org).'*

The Being Human and partner logos are available to download on our website here:

<https://beinghumanfestival.org/organiser-area/logos>.

Please also tag us on social media @BeingHumanFest and use the hashtag #BeingHuman2021.

### 3. My event is not booking up. What do I do?

Our [organiser guide](#) and '[promoting your event](#)' [toolkit](#) and [media and press guide](#) contain further hints and tips on how to raise public awareness of your activities. The best general approach is to think carefully about who your intended audience is and what the best ways to reach out to them will be. Some tips include:

- Make good use of partners'/venue's mailing lists and social media and ask them to promote your activity to their networks.
- Create posters and flyers and distribute in places likely to be seen by your target audience.
- Add your events to local listings and 'what's on' sites/bulletin boards likely to be seen by your target audience.
- Start a word of mouth 'snowball'. Send direct emails inviting people to the activity and ask them to spread the word.

### 4. Can Being Human help to promote my event?

The Being Human team can promote your event via our website, and social media channels. If you want us to give your event an extra push please let us know either via email, or by tweeting us @BeingHumanFest and we will try our best to help. Please note however that events will be much more successful when marketed locally. The festival can support this kind of activity but can't replace it.

## 5. Can I order promotional materials and merchandise?

We have limited amounts of merchandise such as badges, stickers, postcards, and flyers which will be distributed to organisers holding large scale events, and others upon request. Please note we are limited in the numbers of promotional materials that we can distribute, so have to consider each request and put the materials where they are likely to find the largest audiences. Please send requests to [beinghuman@sas.ac.uk](mailto:beinghuman@sas.ac.uk).

## 6. My activity is nearing capacity. Should I overbook?

YES! If your event is free, we strongly recommend that you overbook by at least 30%, rising to 50% in London. This is based on feedback from organisers over the years of running the Being Human festival who have reported high drop-off rates for free activities. Drop-off for online events is a little more difficult to predict. We still recommend that you overbook by at least 30%.

## 7. What if too many people turn up?

This is unlikely for free events. However, if you are holding an in-person event we recommend incorporating similar wording to the below into your booking or reminder emails: *'As Being Human festival events are free, not everyone who asks for tickets comes to our events. To make sure we have a full house we allocate more tickets than there are seats. Admission is on a first come, first served basis, so please arrive in good time for the start of the event.'*

For online events, make sure you check the capacity limit for your chosen platform and account and plan accordingly. We recommend opening the online 'waiting room' early and asking people to make sure they join in good time.

## 8. What else can I do?

We recommend emailing attendees 48 hours before the event to remind them of their booking and remind them to release tickets if they are no longer able to attend. Spare tickets can then be re-allocated.

For 'in person' events, see what comes up when you search for your venue on Google maps and try to anticipate any potential issues with people finding you. We also strongly recommend that you think carefully about signage for your event to make sure that people can find your venue. Preferably do a dry run with someone who is unfamiliar with the location/venue. Are there any obstacles? Is it 100% clear which entrance is the right one to use on larger building, for example? Have reception staff been briefed? A common complaint from potential attendees has been that they simply couldn't find the right room, and people will not search exhaustively for a free event!

If you are holding your event online make sure you send very clear instructions about how to access your online platform. Not everybody will be familiar with platforms like Zoom.

### Helpful links

- [Organiser guide](#)
- [Promoting your event toolkit](#)
- [Media and press guide](#)
- [Engaging at a distance toolkit \(including online events checklist\)](#)