



BEING HUMAN FESTIVAL – EVENT PROMOTION FAQs

MY EVENT DETAILS HAVE CHANGED. HOW DO I UPDATE MY LISTING?

Titles, dates and times cannot be changed at this stage without conflicting with other information already in the public domain. Being Human will not make any updates to titles, blurb wording, or other details at this stage unless they are absolutely unavoidable. In the event of last minute emergencies which cause unavoidable changes of venue, speakers, etc. please notify us **as soon as possible** at beinghuman@sas.ac.uk

MY EVENT IS NOT BOOKING UP. WHAT DO I DO?

Our [Organiser Guide](#) contains 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. [Templates are available on our website.](#)
- Start a Facebook group and use this to spread the word.
- Add your events to local listings and 'what's on' sites/bulletin boards likely to be seen by your target audiences.
- Start a word of mouth 'snowball'. Send direct emails inviting people to the activity and ask them to spread the word.

CAN BEING HUMAN HELP TO PROMOTE MY EVENT?

The Being Human team can promote your event via our website (including blog), print programme, 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.

CAN I ORDER BEING HUMAN PROGRAMMES?

If you have not yet ordered Being Human festival programmes, you can do so by emailing the team at beinghuman@sas.ac.uk with a request. Programmes are limited to one box of 100 per organiser in the first instance (unless you are organising multiple activities), but please let us know if you think

you need more. Programmes are allocated on a first come, first served basis. **Please do not request more programmes than you can realistically distribute.**

CAN I ORDER ANY OTHER PROMOTIONAL MATERIALS?

The best way to get hold of Being Human promo materials is to make use of the [free templates](#) available on our website. However if you are organising 3 or more Being Human activities you can also put in requests for a pop-up banner (1 per organiser) and/ a batch of 300 or more of our 'I Am Human' badges. We are limited in the numbers of both banners and badges 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

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.

WHAT IF TOO MANY PEOPLE TURN UP?

This is unlikely for free events. However, we recommend incorporating similar wording to the below into your booking or reminder emails:

'As our 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.'

WHAT ELSE CAN I DO TO PREVENT DROP OFF?

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.

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. 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 event!

CAN I GET ANY OTHER GOOD GENERAL TIPS FOR BEING HUMAN EVENT AND ACTIVITY PLANNING?

There are a number of [case studies](#) available on the Being Human website which contain learning from previous events. Our four [festival evaluations](#) also contain feedback from organisers, noting common issues.

I AM PLANNING TO PHOTOGRAPH OR FILM MY EVENT, CAN I SEND PICTURES TO BEING HUMAN FESTIVAL?

Yes! Please do send us photographs of your event as soon as possible after it happens (including any warm up events that take place before the festival itself). We will upload as many of these as possible (assuming that they are of a high enough quality and resolution) to the '[Gallery](#)' section of the festival website and the [Being Human Flickr](#). This is a really nice way of drawing together activities from across the country (and beyond). The best way to send us pictures is via WeTransfer, to: beinghuman@sas.ac.uk. Please don't use Dropbox for this purpose as we are unable to pick up files that way. Don't forget that we are also on Instagram [@beinghumanfest](#). If you forward us images on there, we can re-post them.

We try to upload as many pictures as possible, but please bear in mind that we get a lot sent to us during the festival and there may be a delay. The festival ultimately has discretion over which images are uploaded to the site.