

Event promotion FAQs

1. My event is not booking up. What do I do?

Our [organiser guide](#) and event [promotion toolkit](#) 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 audiences.
- Start a word of mouth 'snowball'. Send direct emails inviting people to the activity and ask them to spread the word.

2. 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.

3. Can I order promotional materials and merchandise?

The best way to get hold of Being Human promo materials is to make use of the [free templates](#) available on our website. We have limited amounts of merchandise such as badges, 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.

4. My activity is nearing capacity. Should I overbook?

YES! 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%.

5. 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 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.

6. 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!

You should also make sure your attendees know and feel comfortable with the social distancing and safety measures that will be in place at your 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. Ensure you have worked through all the security settings on your chosen platform and do not share joining details of your online event publicly, if you do you might become a victim of trolls and 'zoom bombing'.

7. How do I make my event feel like a Being Human festival event?

- In all your comms around your event (e.g. promotion, emails to attendees) make sure you communicate the fact that your event is part of a wider festival - please direct people to the website www.beinghumanfestival.org.
- If you are holding an online event make use of the virtual backgrounds available, or consider adding the Being Human logo to your own virtual background.
- Think about the ways you can create a 'festival' atmosphere - through acoustics, lighting and decorations or props. Can you encourage attendees to try and create a festival feeling at home by 'grabbing a drink at the bar', getting out their picnic blanket, recreating some great festival food, or sharing other events on their virtual festival line up?
- We will circulate some text for you to read out at the beginning of your event that will introduce attendees to the festival.
- Encourage attendees to share their experience of the festival event on social media using the hashtag #BeingHuman2020.

Helpful links

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