

EcoFest 2024

FULL promo guide for event hosts

FOR DOWNLOAD OR BOOKMARK



15 March - 14 April 2024

ecofest.org.nz

Checklist for Promoting Your Event

You've registered your event with EcoFest, so it will appear on the EcoFest online programme. If you managed to register your event before 31 January this year, it will also be appearing in our printed programme with 10,000 copies distributed Auckland-wide! That's not all, the EcoFest team is following through with a comprehensive marketing strategy which includes paid social media advertising, news articles in local publications and magazines, radio appearances, bus backs, street and retail posters, and more!

**We're committed to bringing all of Auckland to all EcoFest events!
Now it's time for you to join us in promoting your event far and wide!**

This checklist highlights key ways that you can promote your event and reach a wider audience:

<input type="checkbox"/>	Your Promo Pack Take a look at the resources we have provided in your promo pack.	more
<input type="checkbox"/>	Upload your event to relevant online platforms Your website, Facebook, local online noticeboards and what's on pages.	more
<input type="checkbox"/>	Digital Marketing Newsletter mentions and social media posting.	more
<input type="checkbox"/>	Physical Marketing Hang posters at your location, on local noticeboards and cafes. Talk to people about your event and personally invite them.	more
<input type="checkbox"/>	Attend other events Meet like-minded people at other EcoFest events to find inspiration and also more guests for your event.	more
<input type="checkbox"/>	At your event/ Keep the ball rolling Make the most of your event by promoting yourself and EcoFest at your event.	more

Your Promo Pack

Take a look at the resources we have provided in your promo pack. This page gives a summary of what's available and how to use the promo pack, explaining it folder by folder.

Promo Pack

You will notice two Promo Guides, and one Checklist available in the promo pack. There is a full colour, full detail Promo Guide best suited for downloading and/or bookmarking. There is also a print-friendly version, which has the same information in black and white. Finally, there is a Printable Checklist, a simple black and white one-pager to help keep you on track. There are then five pdf's that have Feedback QR codes on them. More info on this further down.

Download All-In-One

This folder allows you to download all of the resources available in the promo pack in one go, so that you don't have to be connected to the internet to view, use or print them.

Images to Promote with

Ready made collateral:

You'll find generic EcoFest designs in all shapes and sizes for you to use as they are. These include Square images for Instagram, Facebook and other social media posting; Horizontal images for your Facebook Event cover image, or for Facebook and other social media posting; Story Vertical images to post Facebook and Instagram stories; Email banners to include in your email signature, and as a header for your newsletter; and finally, size A3 or A4 posters for printing and hanging.

Make Your Own Custom EcoFest Collateral

There is also an option to customise your own EcoFest designs using our Canva templates provided. All of the details on how to do this are provided in that folder.

EcoFest Logos and Icons

You'll find our logos and event type icons in various colours to use in your own marketing. Please scan through the brand guidelines document to ensure you are using these appropriately.

Words to Promote with

Not only have we provided images for you to use, but in case you are short on words, there is a document full of possible sentences that you can use to promote your event and EcoFest as a whole. Feel free to copy and paste, or chop and change this content as you like.

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Upload Your Event

When uploading or sharing your event beyond the EcoFest website, we encourage you to use our social media graphics or logos to let people know that your event is part of the festival. We also ask you to please add the following phrase at the end of your event description:

This event is part of EcoFest, an annual month-long festival taking place Friday 15 March – Sunday 14 April 2024. EcoMatters, Kaipātiki Project, Beautification Trust and Waiheke Resources Trust are teaming up to collectively showcase all that Tāmaki Makaurau has to offer in the sustainability space. Visit ecofest.org.nz and join us!

Facebook Event

After you've listed your event on your website, we recommend putting it up as a Facebook event too. Remember to include EcoFest logos or designs, and the phrase provided above in your event description.

Add EcoFest, your support organisation (EcoMatters, Kaipātiki Project, Beautification Trust or Waiheke Resources Trust), and anyone you are collaborating with as co-hosts to your Facebook event so they can include it on their page too!

Ideas to consider

- Do you have contacts you could invite immediately to your Facebook event?
- Does your venue have a Facebook page you can tag when entering the event location details?
- Can you share your Facebook event on other social media platforms such as Instagram or Twitter?
- Do you have an interesting story, photo or video to draw people in? For example, you could share a useful fact that people will learn at your event on your Facebook page.
- Consider sharing info about your event on relevant, local Facebook groups.

Eventfinda

The EcoFest team will upload your event to Eventfinda - we have you covered there! If you already uploaded your event to Eventfinda, check that it is added to the EcoFest Tour Collection and if not, be sure to email EventFinda directly to fix this. Please include the text provided above at the end of your event description anywhere outside of the EcoFest website.

Other Platforms

Look online for local community newsletters, clubs, interest groups or online noticeboards and local magazine "What's On" sections where you can share your event. If your event is whānau-friendly, you could even contact your local school to ask if they will list your event in their newsletter.

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Digital Marketing

Newsletter

It goes without saying, that if you are sending a regular newsletter to your audience, be sure to mention your event there. Remember to include a link to your event page, and some EcoFest collateral or logos. You can find suggested copy to use in your newsletter and other promotion in the “words to promote with” file.

Reach a bit further, by contacting other organisations who are sending newsletters and who are aligned with what you do. You can ask to have your EcoFest event featured in their next newsletter.

Social Media

We post regular festival updates and we appreciate you sharing them on your own social media accounts. Follow us on Facebook and Instagram to keep an eye out for these posts.

You can do the same. Feel free to create your own posts to keep people in the loop about EcoFest, just remember to write it out the same way we do: EcoFest or EcoFest 2024 and be sure to use the appropriate Hashtags: #EcoFest2024 #EcoFestNZ

Tags: @ecofest.nz (Facebook) @ecofest_auckland (Instagram)

If you don't want to create your own, or if you need some inspiration, check out the “words to promote with” file for pre-made copy ready to go or adjust as needed, and download our ready to go images.

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Physical Marketing

Hang posters

Grab your sticky tack and pins, it's time for a poster run. Event and festival posters offer a great way to make your event visible in your local neighbourhood. Find them in your promo pack.

If your venue or office is an appropriate place to display your event posters, remember to do it early! If you don't have an appropriate venue, you could even have a poster up inside your car window. Beyond this, you can always ask for permission to put a poster up at:

- Libraries, community centres or halls. Most Auckland Libraries and Community Centres will already have the festival programme, and may even have a full EcoFest display with posters running throughout EcoFest. Talk to your local librarian to see how they might help highlight your local event.
- Cafes, eateries and shops close to your venue.
- Other places that your community gathers, such as local ECE centres, schools or churches.
- Businesses that are likely to attract your audience, e.g. a local op shop if your event is about upcycling.

Talk to people

Remember to keep telling to people that you talk to about your event, you might be surprised by who is interested and even those who aren't interested will spread the word for you. Don't be afraid to personally invite people to your event, personal invites can go a long way.

Talking to people about your upcoming event and inviting people personally will also help you promote your event through other channels as you learn what interests people about your event, what holds them back from booking, and what first impressions they have of what your event is about. These conversations also help you recognise the value your event offers, and this will often help you run an even better event!

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Attend Other Events

Attend other Events

EcoFest is a great time to connect with like-minded people on the same journey as you. Go and attend other hosts' events to see how they do it, to meet them and connect, or to learn something new about the topic. You might find a future collaborator, or an opportunity to host events that build on the events you attend.

You are sure to find inspiration, and you may even meet guests who are keen to hear more about your event.

Invite other Hosts

Collaboration and community are a key part of EcoFest, because together we have more resilience and impact. Use the Host Whatsapp Group to invite other hosts to attend an event of yours and invite them to stay after the event to share a cuppa and connect with you and any other hosts who can make it on the day (like an informal host networking event). If you're running a paid event, consider offering free entry to other event hosts if possible, to encourage the networking opportunity.

Join the Host Whatsapp Group: <https://chat.whatsapp.com/GhS7HKr4hwulhengvtlv9k>

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At Your Event

Teardrop Banners

Contact your support organisation to borrow an EcoFest branded Teardrop Banner to give your event more visibility and a festival feel on the day!

Verbal Promotion

Remember that your event guests can expand their learning and extend their experience by attending other great events at EcoFest! We would love it if you can introduce EcoFest by saying something like this:

This event is part of EcoFest, an annual month-long festival taking place Friday 15 March – Sunday 14 April 2024. EcoMatters, Kaipātiki Project, Beautification Trust and Waiheke Resources Trust are teaming up to collectively showcase all that Tāmaki Makaurau has to offer in the sustainability space.

There are heaps of events on offer all across Auckland, many that will complement what you learn/experience here today. Tell your friends and family about it, and share your photos on social media using our hashtags #EcoFestNZ #EcoFest2024! Visit ecofest.org.nz to find all events! Please don't forget to give feedback on this, and any EcoFest event that you attend.

Social Media and Photos

Don't forget to take photos – we love to see what you've been up to. Share them on social media, tag @ecofest.nz on Facebook or @ecofest_auckland on Instagram and use the hashtags #EcoFest2024 #EcoFestNZ

Feedback is Important

Feedback collection is vitally important for EcoFest to continue year after year. It helps us secure ongoing funding and decide on the best way to promote future festivals.

This year your feedback will get you into the draw to win some amazing prizes to show our appreciation. Please share this opportunity with your event attendees, using the resources we have provided. Please also follow up the next day or week if possible, and email or text your attendees a link to our feedback page.

Feedback Forms: ecofest.org.nz/feedback/

In your promo pack you will find five Feedback QR files:

- Two A4 posters, one in full colour and one in basic black and white, to be displayed at your event.
- One square “digital poster”, to be downloaded on your phone and shared in-person with event attendees, or to be shared over social media following your event.
- Two nametags, in colour or black and white. Print one for yourself as the host, or print enough for each attendee. This way the QR is always available, and attendees have something to take home with them.

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