

The following document outlines the things we've done to support your events so far and the things we will continue to do as the season progresses, and some things that you can do to support sales in your local area.

- **Brochure** – our brochure mail-out goes to 1000 people before each season, and it goes to our funders and major stakeholders. Please make sure that you've taken your copies around your area – these are great to showcase the variety of what Highlights does across such a wide region.
- **Posters and flyers** – We send your posters and flyers before each season. You can get these up in shops, noticeboards, businesses, waiting rooms and at other local events. You should also be able to access a copy on the dropbox link, if you need to print any more.
- **Website and booking** - All of the events appear on the website and are booked via Eventotron. You can forward the booking link to your friends and family, or include in your venue mailing list if you have one. If you don't have a venue mailing list, and would like to think about setting one up, then we'd be happy to give you some advice on this.
- **Social media** - We set up Facebook events and ask your venue (and the artist) to co-host if you have a Facebook page. Please accept the co-host request and share the event onto local Facebook community pages – as an individual, you can invite Facebook friends to the event as well. Are there any local groups who would be interested? Can you post your event on their page?
- **Artists** - We give ticket links to all of the artists and ask them to include our information on their websites, in their tour announcements and to tag us into any social posts.
- **Press** - We send season releases to local press across the area and provide press releases for shows on request. If you have requested one, you can amend your details and forward onto local press, the parish news, community newsletter etc... Do you have any listings websites that you could get the details onto?
- **Newsletter** - Throughout the season, we will be sending out weekly newsletters and social media posts – all shows will be included in these, we won't leave anyone out! And feel free to forward these on or remind people that they can join the newsletter via our website, so that they never miss a show.
- **Word of mouth** – this is often the best way to get people to your events – make sure people are talking about your event before and afterwards.
- **On the night** - At the events, please remember to mention Highlights. You are welcome to use the suggested script if that's helpful. And remember to mention any forthcoming Highlights events – those at your venue or nearby.
- We are [@highlights_rural](#) on Instagram, [@highlightsrural](#) on Facebook and [@highlightsrural.bsky.social](#) on BlueSky - please do give us a follow if you haven't already. We will tag your venue if you are on Facebook and/or Instagram, please keep an eye out for the notifications as this is an easy way to share an event

