

HOW TO WRITE A BLURB TO PROMOTE YOUR EVENT

Writing a fun and informative blurb for your event is integral in not only gaining the interest of your target audience, but it also helps in promoting it beyond your regular avenues such as Facebook or online. A good blurb not only describes your event and provides all the much needed information, but it can also be used to service to local media outlets or online blogs to reach even more people than before and ensure a successful event!

- There are a lot of different writing styles you can use to write an event blurb - try to use your own Freeza group's tone of voice to keep it consistent. Which ever style you decide to employ, make sure you remember the most important information for your readers - WHO, WHAT, WHERE, WHEN and WHY! If you have a ticket price included for entry, make sure you give it a mention so people know what to expect when they arrive.
- Use fun language to get people interested. If you're promoting your local Push Start Competition for example, be sure to talk about the bands performing. You want to get people excited so try and entice them with the possibility of seeing their new favourite band, or letting them know how much fun they're going to have!
- Keep it simple! You don't want to write more than a couple of good paragraphs unless you want people to skim over the details. If its short and concise, you've got a better change of keeping people engaged. It also means you have a better chance of getting coverage though some external media, which brings me to the last tip;
- Send your blurb around to local media outlets! It's really easy to research your local area and find out who might be able to help promote your event. Whether it's a street press, local rag, community radio station or online blog, sending your blurb to the right contact could secure you some additional promotion. Check out google, find their website and do some research to get a contact for who might be the best person to approach. Make sure you give them a little pitch so that they know who you are and where you're from!

Event blurb example:

The Push and City of Melbourne are proud to present

ALPINE
on the Moomba Festival Main Stage
plus

~ ~ FReeZA Push Start Grand Final ~ ~

featuring
Against Our Pride
Mosey
Mother Culture
Saturday Girl
Selling Time
Short Term
Sparks
Tommy Castles
Viscera

On Friday March 11th head down to the MOOMBA Main Stage at Alexandra Gardens to check out our huge night of programming! Get down from 5PM to watch the FReeZA Push Start Grand Finalists do their thang before our headliners ALPINE destroy the stage.

This is a ~ FREE, ALL AGES ~ event, so bring everyone you know ♥