



# Event Marketing Toolkit

# Marketing your event in Mandurah and the surrounding areas.

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## About the Toolkit

One of the most important elements to think about when organising a successful event is marketing. A strong marketing campaign can increase your events profile, create interest and interaction, increase attendance and help build your brand.

The City of Mandurah’s events team has a proud history of delivering and attracting events to Mandurah. To continue this and help support other event organisers delivering events in Mandurah we have put together this helpful step-by-step guide with some cost-effective ways to market your event, tools available to assist and ways in which the City can support your campaign.

### Events Team Contact Details

If you have any questions or enquiries about this guide or your event, please don’t hesitate to contact the City’s Events Team.

Phone: (08) 9550 3840

Email: [eventsteam@mandurah.wa.gov.au](mailto:eventsteam@mandurah.wa.gov.au)

## How the City of Mandurah Can Support You

The City of Mandurah has several ways it can offer support and assist with your marketing campaign, details of which are listed below:

### Social Media

#### Facebook – City of Mandurah co-host event

By giving permission for the City of Mandurah to co-host your event, your event will appear on the City’s Facebook page in the Events tab allowing it to be viewed by the City’s 15,000+ followers.

#### Process:

- Go to your Facebook event page and click **Edit** at the top right corner.
- This will open the ‘**Edit Event**’ pop up box. Scroll down and you will see the ‘**Co-hosts**’ option.
- Type the page name of the co-host you want: **City of Mandurah**
- Click the co-host (**City of Mandurah**) from the drop-down screen and click ‘**Save**’

#### Troubleshooting:

- Both the event creator and co-host (to be added) must be a Facebook page.
- Both Facebook pages must be set to public.

- A personal Facebook account can't add a page as a co-host.
- You must be friends or 'like' the event co-hosts page as well.

### Hashtags and Handles to use on social media

Hashtags	Handles
#visitmandurah	@visitmandurah
#seePerth	@destinationperth
#thisisWA	@westernaustralia

## Print and Online Media and Newsletters

### Media Releases

#### Mandurah Mail and Mandurah Coastal Times:

A joint media release can be organised with the City of Mandurah by speaking to the Events Team. The coordinated media release should announce that the event will be coming to the region and recognise the City for its involvement. A quote from the Mandurah Mayor can also be sought and a full list of local media contacts supplied.

#### Note:

- All media releases must be approved by the City's Corporate Communications team prior to their release. Simply send a copy of your media release to the Events Team to begin this process.
- Please allow up to **5 working days** to receive approval of your media release and a quote from the Mayor (if applicable)

### Newsletters

#### Club Connect and Community News – Sporting and Community Events:

The City of Mandurah has access to a large database of local sporting clubs and community groups. Information about your event and/or a call out for community assistance can be sent to these clubs and groups as part of a monthly newsletter. If you would like your event to be listed in the Club Connect or Community News newsletters, please contact the City's Events Team.

#### Content Required:

- Event name
- Event dates and times
- Location / Address
- Description (maximum 500 words)
- Cost / ticketing information (if applicable)
- Website URL
- Social media URL
- High resolution image
- Contact details

## Additional Avenues for Advertising Your Event

### Free Website Listings

#### Quick Reference Guide: Image specifications for websites

Website	Image Specifications	Format	Other
Visit Mandurah	1920 (w) x 1080 px (h)	JPEG	Landscape images only
Tourism WA (ATDW)	2048px (w) x 1536 (h)	JPEG	Landscape images only Maximum 10 images
Scoop	900px (w) x 1200px (h)	JPEG or PNG	-
Destination Perth	1920px (w)	JPEG	Landscape images only No logos
Event Finda	1170px (w) x 504px (h)	JPEG, PNG, GIF	Maximum 3 images
Enjoy Perth	-	-	No image upload available
Fetes, Fairs & Festivals	-	-	No image upload available

#### Quick Reference Guide: Standard content requirements for websites

- Event name
- Event dates and times
- Location / Address
- Description (maximum 500 words)
- Cost / ticketing information (if applicable)
- Website URL
- Social media URL
- High resolution image
- Video – platforms YouTube and Vimeo (not all websites)
- Contact details

### Guide to Listing on Event Websites

#### Visit Mandurah

The official tourism website for Mandurah and surrounds targeting intrastate, interstate and international travelers. The website receives more than 40,000 page views monthly and has more than 15,500 unique users actively visiting the website each month.

**Website:** [visitmandurah.com](http://visitmandurah.com)

#### Process:

- Submit your event at the [Visit Mandurah website](http://visitmandurah.com).
- Complete the online form to submit your event
- Please allow up to 5 days for your event to be published to the website

#### Queries and Assistance:

For queries or assistance when registering your event please contact Visit Mandurah.

Phone: (08) 9354 7515

Email: [info@visitmandurah.com](mailto:info@visitmandurah.com)

#### Types of events listed on Visit Mandurah:

The types of events suitable for this website include those that will assist in the promotion of Mandurah and in turn drive visitation to the area as well as being open to the local community.

Examples include:

- Major community festivals
- Theatre and live music performances
- Art and cultural exhibitions • Food and wine festivals and events
- Major sporting events.

Examples of events that do not meet the above criteria and will not be published to the website include:

- Corporate events, conferences and seminars
- Fundraising events
- Galas
- Non-leisure focused exhibitions
- Any events not meeting the content requirements

#### Tourism WA / Australian Tourism Data Warehouse

West Australian tourism operators and event organisers can list their business/event for free with the Australian Tourism Data Warehouse (ATDW) - with the information being distributed and published across hundreds of websites.

**Website:** [westernaustralia.com/events](http://westernaustralia.com/events)

Process:

- Submit your event at the [Tourism WA website](#).
- Scroll down to 'Getting Listed – Events Operators'
- Click 'Register' to set up an online account
- Select account type 'Tourism Operator'
- Login with your account to submit or update your event.
- It may take up to 2 working days for your event to be approved and appear on the ATDW website.

#### Queries and Assistance:

For queries and assistance when adding your event please contact Australian Tourism Data Warehouse:

**Phone:** 1300 369 125 or contact them using their [online form](#)

Types of events listed on Australian Tourism Data Warehouse:

ATDW Includes activities which are scheduled events, may be once only, annual, biennial, biannual, weekly, fortnightly, etc. Events can be local, minor, or major events.

Examples include:

- Business Events including Classes, Lessons, Workshops and Talks
- Community Events
- Concerts and Performances
- Exhibitions and Shows
- Festivals and Celebrations
- Food and Wine
- Markets
- Sporting Events

### Scoop

Western Australia's largest guide of things to do, attractions, tours, festivals and events. **Website:**

[scoop.com.au](http://scoop.com.au)

Process:

- Submit your event at the [Scoop website](http://scoop.com.au).
- Register an account
- Login with your account
- Click 'Add Listing' and complete the online form to submit your event.
- It may take up to 2 days for your event to be approved and appear on the Scoop website.

Queries and Assistance:

For queries and assistance when adding your event please contact Scoop via email

[online@scoop.com.au](mailto:online@scoop.com.au)

### Destination Perth

The official travel website to uncover activities, future events, what to do and places to visit in Perth and the surrounds.

**Website:** [Experienceperth.com](http://experienceperth.com)

Process:

- Submit your event at the [Experience Perth website](http://experienceperth.com).
- Complete the online form and click save to submit your event.
- Please allow up to 10 working days for your event to be published

Queries and Assistance:

For queries and assistance when adding your event please contact the Destination Perth marketing team via email [marketing@experienceperth.com](mailto:marketing@experienceperth.com)

Types of events listed on Destination Perth:

Destination Perth only accepts events relative to the leisure tourism market.

Examples include:

- Major community festivals
- Theatre and live music performances
- Art and culture exhibitions
- Community markets
- Food and wine festivals and events
- Major sporting events

### Event Finda

Online guide to events in Australia – concerts, gigs, festivals, conferences, expos, theatre and sports.

**Website:** [eventfinda.com.au](http://eventfinda.com.au)

Process:

- Use the following link to submit your event: <https://www.eventfinda.com.au/add-event>
- If you end up on the home page click on 'Create Event' at the top righthand corner of the page
- Complete the online form to submit your event
- Please allow up to 3 working days for your event to be published

Queries and Assistance:

For queries and assistance when adding your event please contact [Event Finda](http://Event Finda)

### Enjoy Perth

Enjoy Perth is Perth and Fremantle's largest dedicated events site since 2006. The site brings you the latest announcements on concerts, festivals, theatre, family and other events.

**Website:** [enjoyperth.com.au](http://enjoyperth.com.au)

Process:

- Submit your event at the [Enjoy Perth website](http://Enjoy Perth website).
- Complete the online form to submit your event
- Please allow up to 3 working days for your event to be published

Queries and Assistance:

For queries and assistance when adding your event please contact Enjoy Perth via email [events@enjoyperth.com.au](mailto:events@enjoyperth.com.au)

### Fetes, Fairs and Festivals

What's on, where and things to do.

**Website:** [fetesfairsandfestivals.com.au](http://fetesfairsandfestivals.com.au)

Process:

- Submit your event at the [Fetes, Faris and Festivals website](http://Fetes, Faris and Festivals website).



- If you end up on the home page click on 'Advertise Your Event'
- Complete the online form to submit your event

## Radio

### 97.3 Coast Live and 91.7 The Wave

Coast Live and The Wave are the local radio stations in Mandurah. Submit your event online for inclusion on the local events calendar and to have your event read out live on-air.

Coast Live and The Wave will endeavor to read out all events, however this cannot always be guaranteed due to the large volume of events they receive.

#### Content Requirements:

- Start and end dates and times
- Event description
- Address
- Website or social media URL
- Price / ticketing information.
- Type of event: gig, local event, local sport etc.

#### Process:

- Submit your event at the [Coast Live website](#).
- Complete the online form to submit your event.

#### Queries and Assistance:

For queries and assistance when adding your event please contact Coast Radio:

**Email:** [frontdesk@coastradio.com.au](mailto:frontdesk@coastradio.com.au)

**Phone:** (08) 9581 2666

## Roadside Signage

Roadside signage is a great way to advertise your event to both the local community and visitors coming in and out of Mandurah. Roadside signs can be placed in numerous locations along roads and heavily trafficked intersections throughout Mandurah and the CBD.

#### Recommendations

**Size:** 2000 x 1000

**Substrate:** Corflute

#### Things to Consider

- **Text and Font:** Light text on dark background or dark text on light background. Simple bold font that's easy to read.
- **Layout:** Don't make it too busy. Keep it simple.
- **Key information:** event name, dates, location and website for further information.

- **Remember:** People will be driving past these signs at up to 80km/h depending on where they are positioned; they need to be easy to read and provide people with key information in a very short amount of time.
- **Timing:** Put signs up 10 days in advance of event.
- **Number of signs:** Maximum 6 signs permitted for any event at any one time.

Step by Step guide:

4 weeks prior to event	<ul style="list-style-type: none"> <li>• Read and complete the '<a href="#">Application for Public Interest Signs</a>' form and select the locations you would like your signs to be displayed.</li> <li>• Once completed send the form to the City's Events Team to begin the approval process. Final approval will be received from the City of Mandurah Ranger Services (note: this may take up to 2 weeks).</li> </ul>
3 weeks prior to event	<ul style="list-style-type: none"> <li>• Create your signage artwork (refer to 'Things to Consider' above)</li> <li>• Contact a local signage company. They will be able to create, print and install your signs and provide you with a quote for this work. Make sure you ask for a draft version of the signage artwork for your approval before they are printed and installed.</li> </ul>
2 weeks prior to event	<ul style="list-style-type: none"> <li>• Once you have been granted approval from the City of Mandurah and you are happy with your signs advise the local signage company of the <b>approved locations</b> for the signs to be installed and when (maximum 10 days prior to event)</li> </ul>

Important Information

- Please ensure the signs are erected using wooden stakes only and not metal star pickets.
- There is a cost associated with the printing and installation of these signs which is payable by the event organiser. Speak to your signage company to get a quote.

Examples of Signage

**Not recommended:**



- Too busy
- 'Christmas' text colouring too light on light blue background

**Recommended:**



- Simple and uncluttered
- Text and font easy to read. Text stands out against background colour..
- Key information supplied.

**Queries and Assistance:**

**General signage queries and assistance:**

Events Team

Phone: (08) 9550 3840

Email: [eventsteam@mandurah.wa.gov.au](mailto:eventsteam@mandurah.wa.gov.au)

**Signage locations and application enquiries:**

Rangers Services:

Phone: (08) 9550 3777

Email: [rangeradmin@mandurah.wa.gov.au](mailto:rangeradmin@mandurah.wa.gov.au)

## Tools Available to Assist with Marketing Your Event

The City of Mandurah and Visit Mandurah have several tools available to assist you with marketing your event.

### Online Image Gallery

The Peel Region image gallery houses a large collection of images showcasing the destination, experiences and people of the Peel Region. This library is an online resource of images available free of charge to the tourism industry, media, event and conference organisers to use in the promotion of Mandurah and the Peel Region as a desirable destination to live, work, invest and visit.

#### Process:

- Go to the [online image gallery](#)
- Register for an account: If you are a new visitor to the Peel Region Image Gallery, register for an account by clicking '**Register**' at the top right corner of the page.
- Please allow up to two business days for approval and be sure to read the online [Terms and Conditions](#).
- Once you have an account click '**Login**' at the top right corner of the page.
- You can then search the image/s you would like to use
- To select an image, click on the **basket icon** below each image.
- Once you have selected the images you would like to use click on the **basket icon** at the top right of the page (next to your name) and review your selections. Here you can delete images, clear the basket entirely or place your order.
- To place your order simply click **OK** and complete the online form.
- You will receive an email confirmation once your images have been approved for use.
- To access your approved images: log back into the image gallery and click '**orders**' at the top of the page. Then click on your order number to view and download the images.

## City of Mandurah Logo

### Use and Branding Guidelines

If you intend on using the City of Mandurah logo as part of your advertising campaign, please note the following branding requirements. For the full list of guidelines please read the City of Mandurah Logo Usage Guidelines.

#### Variations:

*Dark Blue (preferred):*



*White:*



*Black:*



### Logo permission and approval

If you are using the City of Mandurah's logo, you must receive written permission and approval from the City's Corporate Communications team. This can be done by simply sending a copy of your marketing proof complete with the City's logo to the Events Team.

Note:

- Please allow up to 48 hours to receive approval.

### Incorrect Usage:

When using the City of Mandurah logo's care must be taken to make sure that they always appear in a consistent and familiar way.



Do **NOT** change the scale of the elements within the logo.



Do **NOT** place the logo over imagery without sufficient contrast.



Do **NOT** use the logo as a watermark.



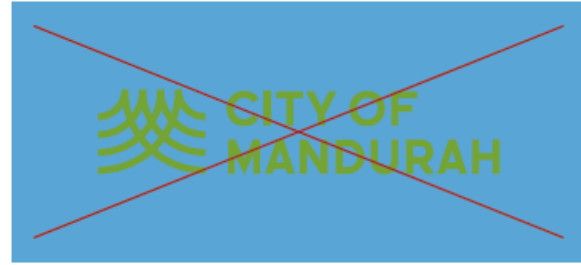
Do **NOT** add new elements to the logo.



Do **NOT** add text to the logo.



Do **NOT** reproduce the logo in another colour.



Do **NOT** place the logo over a background with insufficient colour contrast.



Do **NOT** distort, skew, warp or flip the logo.



Do **NOT** rotate the logo.



Do **NOT** rearrange or separate the elements of the logo.



Do **NOT** change the colour of the elements in the logo.



Do **NOT** crop the logo.



Do **NOT** add effects to the logo, for example: drop shadow, bevel and transparency.

## Visit Mandurah

The team at Visit Mandurah can provide a full list of accommodation, things to see and do, restaurants and other attractions within Mandurah and the Peel Region; as well as information about transport options and how to get to and from Mandurah.

Information can be tailored to suit the needs of your event and those participating and attending.

To receive a tailored information guide from Visit Mandurah please contact the Events Team with information about your requirements.

Note:

- Please allow up to 5 business days to receive information.

### Queries and Assistance:

For queries and assistance when using this guide please contact the Events Team:

Events Team contact details:

Phone: (08) 9550 3840

Email: [eventsteam@mandurah.wa.gov.au](mailto:eventsteam@mandurah.wa.gov.au)