

## EVENTS

### How to encourage more people to come to your events.

- Advertising. Consider radio, cinema, trams and TV ads
- Make it a destination for families. If you have a primary school nearby, work together to invite families to visit both schools. ie. CBC and St Mary's Primary
- Ask visitors to register prior to the event
- Combine with over school events ie. Open Day and a Reunion or Art Exhibition
- Timing – twilight, during the school day or on a weekend
- Communication with primary schools is key. Consider providing magnets advertising your event to your feeder primary schools, communicate via parish newsletters, primary school newsletters. Consider bringing students from local primary schools to your school for a taster day
- Invite Principals of local primary schools (government and Catholic) to a morning tea and tour
- Use your website and social media to promote your event
- Word of mouth remains one of the biggest forms of promotion

