FARMER STUDIO — RESOURCE

Event Promotion Checklist

A timeline-based checklist for promoting local events — from eight weeks out to the day itself. Covers digital, print, press, and community channels.

EVENTS MARKETING CHECKLIST

Event Promotion Checklist

Promoting an event is a sequenced activity, not a burst. The businesses and organisations that sell out events consistently start earlier than they think they need to, use more channels than they're comfortable with, and repeat their message more times than feels polite.

This checklist is structured by timeline. Work backwards from your event date to calculate the actual calendar dates for each stage.

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8 Weeks Before

- [ ] Finalise event details: date, time, venue, pricing, capacity
- [ ] Create an event page — either on your website or a ticketing platform (Eventbrite, Dice, Fatsoma, etc.)
- [ ] Set up tracking (UTM parameters or short links) so you can measure where ticket sales come from
- [ ] Brief any co-organisers, sponsors, or partners on the promotion plan
- [ ] Identify your target audience and list all the channels where they can be reached
- [ ] Create a promotional asset pack: event name, dates, key image, social media formats (1:1, 9:16, 16:9)

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6 Weeks Before

- [ ] Announce the event on all owned social media channels
- [ ] Send to your email list — first announcement, clear call to action
- [ ] Submit to local event listings:
- [ ] Facebook Events
- [ ] Eventbrite directory
- [ ] Local council / BID event listings
- [ ] Local newspaper listings pages (many accept free event listings)
- [ ] Any relevant local Facebook groups (check the rules — most allow events)
- [ ] Nextdoor (for community-facing events)
- [ ] Reach out to local press with an embargoed press release if the event warrants coverage
- [ ] Ask any speakers, performers, or notable attendees to share to their own audiences
- [ ] Order any printed materials if needed (posters, flyers, programmes) to allow print lead time

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4 Weeks Before

- [ ] Second social media push — different framing than the first announcement (focus on programme, speakers, or experience rather than just the logistics)
- [ ] Second email to list — add social proof if any (early sold tickets, confirmed speakers, returning attendees)
- [ ] Distribute printed materials if applicable:
- [ ] Relevant venues and businesses in the area
- [ ] Libraries, community centres
- [ ] Complementary businesses whose customers match your audience
- [ ] Activate any paid social if budget allows — Facebook/Instagram event promotion works well for local events with specific geographic targeting
- [ ] Chase any press releases sent at 6 weeks

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2 Weeks Before

- [ ] "Last chance" style social posts — urgency is legitimate and effective at this stage
- [ ] Third email to list — last reminder, include practical information (parking, what to bring, schedule)
- [ ] Post in any relevant Facebook groups if you haven't already
- [ ] Ask staff, friends, and community contacts to share
- [ ] If the event is not selling as expected: consider a limited-time offer, a partnership promotion, or additional advertising

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1 Week Before

- [ ] Daily social posts — mix of practical information, excitement building, behind-the-scenes preparation
- [ ] Final email to ticket holders with all practical information (directions, parking, schedule, what to bring)
- [ ] Contact any press who expressed interest with a reminder and offer of photography/access
- [ ] Update your Google Business Profile with the event
- [ ] Prepare any day-of photography or video briefs — who is capturing what, for which channels

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Day Before

- [ ] Post a "see you tomorrow" social post
- [ ] Confirm all logistical arrangements
- [ ] Prepare a "sold out" version of your event page in case you reach capacity

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Day Of

- [ ] Post on the morning of the event — live content performs well
- [ ] Capture photography and video throughout:
- [ ] Venue setup (morning, before attendees arrive — often the best light)

- [ ] Arrival and atmosphere
- [ ] Key moments (speakers, performances, food, crowd)
- [ ] Detail shots for use in future promotion
- [ ] Post at least one piece of live content during the event (story, reel, live video)
- [ ] Note any quotes or testimonials from attendees while they're fresh

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After the Event

Within 48 hours:

- [ ] Post a highlights reel or photo gallery
- [ ] Thank attendees on social media
- [ ] Email attendees: thank you, any follow-up content, save the date for the next event

Within 2 weeks:

- [ ] Write up a short case study or event review for your website — this is content that lasts and ranks
- [ ] Compile the photography properly — organised, backed up, ready for future use
- [ ] Review ticket sales data: which channels drove the most sales?
- [ ] Capture testimonials while attendees remember the experience

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Channels by Event Type

EVENT TYPE	MOST EFFECTIVE CHANNELS
Community / local	Facebook groups, Nextdoor, local press, printed flyers
Food & drink	Instagram, TripAdvisor, local food blogs, influencers
Music / arts	Facebook Events, Dice/Fatsoma, local listings, venue channels
Business / networking	LinkedIn, Chamber of Commerce, industry newsletters
Family / children	Facebook groups, Netmums, local parenting networks

The Most Common Mistake

Starting the promotion too late. Two weeks is not enough for any event that requires people to plan ahead. Eight weeks is the minimum for anything that involves travel, cost, or commitment. The earlier you start, the more time the audience has to plan — and the more time you have to add urgency later.