



Shop The Neighbourhood: Event outreach checklist

When you're planning an event, it's easy to lose track of all the moving parts. We created this checklist so you can make sure you reach your target audience (consumers? media? local BIA? other businesses?) and get them excited about your event.

- Identify who you want to rally at your event.
- Decide on event location, date and time.
- Get other local business owners on board.
- Setup event page, on website or Facebook.
- [Download](#) the Shop The Neighbourhood cling print it and display it in your storefront.
- [Download](#) the Shop The Neighbourhood digital banner and display on your website and event page.
- Design and distribute flyers in your neighbourhood.
- Offer event-specific deals and promotions.
- Write a press release, or send an invite to local journalists and media outlets to let them know about your event.
- Post your event on the event calendars of your local publications, TV news shows and websites that list community events.
- Inform your Business Improvement Area, chamber of commerce or board of trade about the event.
- Check for discounted ads on local media outlets and post your event ad.

- Tell your in-store customers about the event.
- Contact any well-known personalities from your neighbourhood and ask them to support your event and drop in.
- Create content to promote the event: articles, images, videos.
- Promote the event and post your promo codes and content on social media: use #shopthehood and tag other businesses and the media.
- Create a list of posts for each social channel, including Facebook, Twitter and LinkedIn; share with and ask other businesses to post these too.
- Send out emails to your customers announcing the event.
- Send a reminder email one week before the event.
- Send a final reminder email 2 days before the event.
- Check in with media contacts to confirm attendance.
- Keep contact information on hand for future events.
- Send thank you notes to media, guests, volunteers and your customers!