



EVENT PROMOTION GUIDE

JANUARY 2021



RallyNSW Event Promotion Guide

Hi. This guide is here to help give some direction on working with RallyNSW to promote your event. If you have any questions or feedback on this, please let us know!

Getting customers (competitors) excited about your event is key to building a healthy entry list. Providing a great rally is certainly important and is what most event organisers are focussed on, but that will only get you so far. To make your event a raging success people need to enjoy the event beyond the roads and road book to become fully motivated to re-enter your event the following year (and likely other events that your team manages).

Historically, event organisers have often seen their inclusion in a series as a ticket to a full and healthy field. This may have been true in the past but in the era of dropped rounds and more customers picking and choosing events, making **your** event stand out from the crowd is now more important than ever.

Making your customer feel valued should be right at the top of your priority list!

How Rally NSW helps

One of the keys to an effective promotion regimen is to have an integrated and managed approach, which is where RallyNSW is here to help you. RallyNSW's role is to support and grow the sport of Rallying in NSW. We're here to work with you promoting your event.

Our Event Liaison is there as a single point of contact with the panel. You can get in touch by emailing EventAssist@RallyNSW.com.au.

“But I don't have the time, and there's just no budget!”

These are comments we often hear. Organisers are already running on shoestring budgets and are stretched to their capacity just getting approvals sorted, road books written and everything else that needs doing done. As humans, we also tend to shy away from things we're not good at, and those wonderful meticulous souls who are drawn to the detail-focussed work of event organising often aren't the same gregarious types who get excited about wording catchy promotional Facebook posts or asking for help!

Thankfully there's a better way than just adding to the burden of the event organiser. Here are some zero-cost tips to getting your event well promoted:



Put your hand up

We've all seen organisers crying out for officials to help run stages. Have you realised that you're drawing on a different pool of people to find a promotions coordinator for your team?

All the work is done from home before the event. It could even be someone planning to compete!



Connect

The RallyNSW team are here to support your event and share the effort of promoting it. We can't do all the work for you, but we can:



- Initiate promotions through Facebook events
- Guide and support your team on how to create a continuous flow of information designed to engage fence-sitters to take the step of entering your event
- Share the content you generate with our extensive database and viewership

How can we get people engaged?

Get information to the masses

Nowadays it's important to have information available to prospective customers wherever they go looking for it. If the event info is buried three layers deep in your club's website, it's unlikely to be seen by someone "having a quick look to see the details".



Centralising all your event info is important and making it visible by placing links in prominent places is a great way of making sure what potential customers need is right at their fingertips.

We will have information about your event on Rallynsw.com.au. Check this periodically and let us know if anything needs updating.

Facebook Event

Facebook events are a critical way of connecting with prospective entrants. Once people mark themselves as either "interested" or "going", any information posted in the "Facebook event" is directed to them. This doesn't replace traditional methods of disseminating information but is quite effective in spreading the word about your event.



Note: one trap that event promoters can easily fall into is having multiple parallel "Facebook Events". This means that information shared in one "Event" doesn't reach the whole intended audience. To minimise this risk it is imperative that only one official Facebook event is created for each rally. We ask that you create a Facebook Event for your Event and then invite Rally NSW to Co-Host the event. This will ensure your event reaches more people and allows the Rally NSW Facebook page to become a main resource calendar for rally events in NSW.



Get the information flowing



It's important to get information out to potential customers when they're making decisions on whether to enter. For some this will be months ahead of time and for others only the day entries close.

Try to start getting snippets of information out early. There's nothing wrong with a release reminding people how good the roads were last year (accompanied by a related picture of course) and that it's only three months until the event comes around again.

Get more info out ... earlier



Be sure to get info out as early as possible as people **do** plan ahead and set their budgets for rallies.

Simple pics of the roads, the service area, the maps and more are enough to get visual attention to your event.

Take LOTS of pics and video when you are out and about on the course or at a sponsors' locations.

Write a good Event Description



Publishing a snappy statement on why your event is so good is a great way to get people interested.

This can be also used on your club and Rally NSW's websites as well as the welcome message in your supplementary regulations



Copy others

Look at other events that have what you want, strong fields and good PR. Copy what they do and put your own spin on it.



Ask your customers

There are few more powerful ways to engage customers than to show that you're listening. RallyNSW conducts a customer survey after each event so make sure you encourage your customers to participate then show them you are listening!

Let's work together on a plan to promote the event!

Prior year

- Bring someone into your organising team whose specific role is to manage event promotion.
- Set up Facebook Event including event date and high-quality image. Invite Rally NSW to co-host the event.
- Link Facebook event to your car club and event pages.
- From the outset include content highlighting the best parts of the event.
- Pre-prepare time-coded posts for the lead up to the event (so you don't have to keep remembering to do it when things get busy).
- Try to arrange a naming rights sponsor for the event. Ask them to:
 - Provide a small PR budget to have their involvement in the event publicised.
 - For state rounds, provide potential event partners with the RallyNSW media outcomes document.
 - Provide any in-kind assistance they can (including linking with their suppliers).
- Establish contact the local council's media team as well as local newspapers and radio stations, providing them with information about the event.
- Contact the local Mayor, asking them to flag cars away at the event start etc.

3 months to go

- Begin weekly posts within your "Facebook event", then share to your car club's page and RallyNSW page. Highlight the strong points of the event and reminding customers about key event moments (entries opening etc).
- Confirm contact with local media agencies and the mayor.

From 2 months to go

- As entries start coming in, make posts in your Facebook event about who's entered.
- Make weekly posts about key event features (great service park, number of competitive km, short transport distances, night stages or all daylight, what's been improved from last year etc.)
- Once you have a reasonable entry list, post the full "who's entered so far" list.
NOTE: If you've not received many entries **DO NOT BE TEMPTED to post that numbers are low or beg people to sign up. Competitors are much more motivated to enter if they believe the event is popular and not struggling!**
- Make contact with Auto Action and RallySport News (through RallyNSW Event Liaison) to circulate any articles about your event.
- Call teams who you THINK may want to enter and ASK them whether they will. People like to be chased, made to feel valued and in demand!
- Chat with people on line and Facebook, asking who is doing what and who is considering your event?
- Remind the mayor or the head of the local chamber of commerce of the invitation to flag off the cars
- Ensure your Event Media officer has access to your event and club Facebook accounts as well as access to the event's email account to publicise ChrisSport results and any other updates.



Last week before entries close

- Make a post each day about who's entered, what makes the event good or how time is running to out to be part of the action.
- Get your final entry list sent to Rally NSW for the web site
- Start planning how to send SMS messages (see below)

Final promotion preparations

- Thank your entrants! Each and every one, personally, privately and via email as well!
- Ensure your presentation function details are in order and have been communicated well. Customers like to know when and where to meet and celebrate after the event. Planning this properly makes a huge difference to your customers' lasting memory of the event AND your chances of getting good feedback and more entries next time!
- Ensure your volunteer management is in order. Any food or small gifts you can arrange for them will go a long way to keeping them happy and getting them back next year! Vouchers from McDonalds, KFC or local shop discounts are easy to get if you ask.
- Meet and greet. Plan out who will be greeting each and every customer at the documentation entry (can be the first person they speak to at the desk). Make sure they're thinking customers for coming. You do **not** want a grumpy or blunt person as the first point of contact.

During the event

- The drivers' briefing is the time your customers get put a face to you as they are now in front of you. Be warm and fuzzy and thank your customers for entering! If your COC can come across as a bit cold or harsh, get someone else to deliver the message.
- Have results handy during the event at headquarters and service points.
- Keep asking your customers what they like and dislike of the event, show compassion and genuine interest. No matter how harsh their comments are, always thank them for the feedback.
- Measure the event by surveying people to ask what they're spending in the local community as well as bed nights etc.



After the event

- Work with RallyNSW to learn from the results for the survey we'll send out straight after the event.
- Contact the local council and involved businesses to thank them for their involvement.
- Make sure the local council are aware of how much money was spent and how many bed nights were invested in the local community through the event.
- Send **SMS messages of thanks to your competitors and officials THE NIGHT AT THE END OF THE Event**, not the next day and say thanks for their help and their entry
- Get results finalised and promoted and sent to RallyNSW for the web site and FB
- Remember people will remember this event NEXT YEAR and how you finish and run it will affect you, and in 12 months' time you will be glad you did what was needed to get growth!

Whether your event is a championship round or not, RallyNSW are here to help you plan, promote and execute delivery of a great event.