

HOW TO ENSURE

YOUR EVENT STANDS OUT

With each passing year, it seems that an increasing number of events are held to raise awareness for worthy organizations, which makes it harder to get the spotlight to shine on your cause.

When holding events – whether it is a kick-off, a cocktail or a gala, it is important to cut-through the noise. But how? How do you stand out for the right reasons? How do you get people to engage, and not just come for the cocktails and canapés?

If you are planning an event, whether for the first or fiftieth time, it can be very stressful. You can worry whether people show up, if you'll raise enough money, or if something might go wrong. And these are all valid concerns but are easy to avoid if you know what you are doing. Or working with an agency that can guide you. R. Couri Hay Creative PR does events each week and has the practice down to a science and can give you some pointers.

PIN DOWN THE BASICS



Identify and understand your goals and target audience.

In our experience, you want a mixture of people already engaged with your organization, such as board members and junior chairs, existing and potential donors, members of the press, and a sprinkling of fun, stylish people who can talk to anyone!

Then, think about location. Consider where your dream guests live, and how far they will travel!

DON'T LEAVE IT TO THE LAST MINUTE



Get the word out early and host a kick-off.

An agency specializing in nonprofit and event PR can help – they can not only get press results but can recommend the best locations and vendors.

A kick-off also works as a test run – you can note who is good at making speeches! Don't forget to make a detailed timeline. Know when guests arrive, the best time for the speeches and when cocktails should be stopped.

For example, you will want to make sure that when the speeches are given the highest number of people are in attendance with an emphasis on media attendees.

AMPLIFY SOCIAL MEDIA



Implement a strong social campaign prior, during and after.

At the event designate someone who will be responsible for taking photos and video during the event. They should monitor all posts from guests and engage to keep the conversation growing, take pictures and share relevant updates from the event, and keep an eye out for other people's comments about the event and sharing with the community.

FOLLOW UP

A well-executed event allows you to re-approach those who could not attend with a detailed post release and images. This keeps your event and your cause in the news.

When it comes to events, people get out what they put in. Spend time planning, and creating a social buzz around your event, and you're much more likely to see your hard work paid off with new followers and an engaged community.

If you want to learn more valuable PR, visit us at www.rcourihay.com or please give us a call at (212) 580-0835 to see where we can help you!

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