

## YOUR EVENT IS CANCELLED OR POSTPONED. WHAT NOW?

Events and festivals shape South Australian life – and they continue to matter even as we navigate the coronavirus pandemic and its impacts. If you're not sure of your next steps, we've put together some actions you can take while continuing to plan and move forward.

- **Communicate your postponement or cancellation.**
  - Update your website with information that is easy to read and find. Be sure to update your social media profiles.
  - If you have event listings on other websites (ATDW etc.) or social media, ensure they're updated to reflect new dates or cancellation.
- **Check in with your sponsors, suppliers and other stakeholders.**
  - Touch base with your key stakeholders. Let them know where you're at and whether you're planning to postpone for a future date or cancel this year and go again in 2021.
  - With the volume of events impacted by coronavirus, anticipate increased demand for services and book your suppliers as soon as possible to secure your preferred date.
- **If you're postponing – confirm new dates with your audience across all your channels.**
  - But don't feel pressure to announce new dates right away. There's a lot to think about, so make sure that what you ultimately decide works best for you and your event.
  - It's worth considering when other events are scheduled to take place to avoid heavy clustering, audience fatigue and competition. We encourage you to discuss proposed dates with your Events South Australia contact.
- **Stay in touch with your audience.**
  - Social media use has increased significantly over the past few months, so don't go quiet on your channels. People will be looking for refreshing, fun and engaging content while distanced from society.
  - Celebrate what makes your event special, stay positive, share good vibes and continue to inspire your audience. You can see further tips from us in the resources section.
- **Plan for the future.**
  - Take this opportunity to reflect, evaluate, seek feedback and brainstorm new ideas to help your event return with a bang.
  - Develop a plan or a long-term strategy for your event. Where do you want to be next year? In two or five years?
- **Speak to Events South Australia.**
  - If you want to chat through what this year means for you and workshop ideas – or if you need guidance on funding programs – we're only a call, email, or video chat away!
  - We want all our events to come back strong and deliver fantastic outcomes, so please don't hesitate to reach out. We'd love to hear from you. Get in touch with your usual contact or email [esa.sa.gov.au](mailto:esa.sa.gov.au). Take care.