

HOW TO MAINTAIN MOMENTUM DURING ISOLATION

We are experiencing a time like never before. The Events South Australia team believes it is even more important now to connect with your audience. We've put together some ideas of how you might continue to communicate and engage your audiences during this period of isolation.

Innovate

What is the essence of your event and how can you re-package it for people to enjoy at home?

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Create a special box of wines from wineries that would have been involved in your event.

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Create care packages with fun, thoughtful products that are related to your event. Remind people of happier times while making them happy when they open it.

Use Talent

Does your event have an ambassador, famous artist, or well-known industry rep? Use them!

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Ask a local producer to do a tasting or mini masterclass online.

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Ask talent to send a video message of their favourite moments of your event.

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Ask talent to send an update or ideas on how they're spending time at home.

Reflect

#TBT (Throwback Thursday) is a thing for a good reason. Share your own throwback moments, tell your story, reflect on the history of your event.

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What were your event's special milestone moments?

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Do you have an image or video from the very first event? Dig out the archives and share away.

Know Yourself

Know your event's unique selling proposition and run with it to keep momentum going.

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What are all the ways you can create content about your unique product? What story can you tell about the way it's harvested/ produced/ consumed/ packaged/ sold?

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Share the content in creative and engaging ways.

Get Social

Use social media to your advantage. Go Live, jump on IGTV, share stories and post lots of pictures.

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Is there an industry wide hashtag being shared right now? Be part of the conversation.

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Share podcasts, streams, playlists, videos, or articles that are related to the event or that you find interesting.

User Generated

Ask your audience to create content for you!

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Come up with a hashtag and challenge your audience to share content.

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Remember to always make sure people tag your account and use your hashtag so you can find the content!

Inspire

Your event may not be taking place in 2020 but that doesn't mean people can't have a little taste of what's to come next year... how can you inspire your audience and get them excited for 2021?

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Create and share a Spotify playlist of artists that would have performed this year.

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Share your top moments

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Drop teasers of what people will find at your event next year

Spruik Yourself

Do you have merchandise you could be selling online? Promote and sell it!

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You could consider packaging merchandise with food, drink or some local wares.

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Partner with local artists usually involved in your event and ask them to help create bespoke works to sell?

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Include a little card or note thanking them for their support, and recognise it wherever possible on social media.

Share the Love

Think of businesses and operators that are innovating and doing good in your area – or just ones you love and admire in general? Share their stories and promote them with your audiences because chances are, they'll like them too

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Support your local community by liking and commenting on posts recognising the health workers, teachers, supermarket staff and others whose hard work is helping us all through this difficult time.