

Tips for promoting your event

What kind of things are we looking for?

We are looking for all the things that makes Nørrebro the wonderful, creative and diverse place that it is, so we are open to anything that is creative, exciting and inclusive of everyone.

How do I get involved?

By giving us an email on: info@kulturskaberne.dk send us a message with a bit of information and the type of event you want to hold and we'll get back to you as soon as we can.

How do I optimize my event to reach more people?

We have made a list of things you can do so your event is more likely to reach a bigger audience, it's up to you whether you want to implement these or not.

Use eye-catching images that highlight the purpose of your event. If you are unable to take the photos yourself, www.unsplash.com provides royalty-free images, but ideally use your own high-quality images where possible.

Use a short and catchy title for the name of the event - this helps people understand quickly what your event is about. If a name is too long or not to the point, people tend to lose interest and keep scrolling. According to Facebook's events team, events with longer names are less appealing and perform badly on the platform. One reason could be that 54% of users only use Facebook on their mobile, so longer titles are harder to read and don't look as good on small screens.

Write an interesting description - think about what value would the people attending my event get? What can they learn, come away with, feel. What is the purpose? Is it to relax, socialise, support a cause? Make sure you include this to capture the essence of your event!

Think about how you write your first paragraph, ideally you should try to summarise the purpose and what is happening at the event, so those more impatient types can quickly summarise what your event is about and whether it's something for them. In the second paragraph, it's great to delve into more detail, and so on for those who require more information to make a decision, or for those generally more curious people.

Providing events and information in English and Danish - This can include another demographic to get involved with your event, it also encourages tourists to come and visit and get involved with your event.

Add data to help Facebook share your event. Facebook has an algorithm which will recommend events to people based on a variety of factors. It's important you use the correct information about where the event is being held and when the event is. Be sure to select the appropriate category for the event. Some popular categories include:

Conference
Meet-up
Concert

Share your event onto your personal and/or company Facebook timeline and encourage your friends and family to share it also.

Events generate more interest if they are free, however free events also have a higher 'dropout' rate of attendees. Consider what other incentives you could have and your audience could have other than money. For instance you could gain exposure, email sign-ups, give away testers, host a class and ask for a review in exchange - and for the audience they receive maybe a sample, a free class etc.

Make it easy for your audience. If you charge a fee for the event, selling the tickets through Facebook is simple & pain-free. If you don't want to charge a fee, another option is to use Eventbrite to distribute free tickets or simply just leave it so people can register their interest through facebook.

These tips are designed to give you an overview and help with some of the basics of how to set up an event and increase the success of your event, more detailed information can be found in various places online.