



Top tips to successfully promote your event

Tip 1 - Understand your audience

Your marketing plan should be understanding of your audience and how your product, service or in this case, event will appeal to them.

Tip 2 - Connect with your local community

An important audience is the wider local community and in particular local businesses.

Tip 3 - Start talking about the event

Once you know you're going to run an event then get the information out there as soon as you can.

Tip 4 - Be part of the big moments

Local media is a great way to promote your event and reach new people in your local community.

Tip 5 - What's next

There will be plenty of activity on all England Rugby channels from now until after the Pitch Up for Rugby weekend, so make sure you're part of the conversation.