

Publicity at The Barlow

As part of your room hire charge, The Barlow is pleased to offer you a free basic advertising package (Level 1 publicity). The purpose of this is to bring your event to the notice of our local community, rather than to promote your event to a wider audience in a proactive way. It consists of the following:

Website – we offer a listing on the What's On section of our website covering date, time, ticket price and short information piece to be supplied by the hirer. Other information such as photographs and further information may be submitted and will be added if time permits.

Email circulation – Event will be included on The Barlow email circulation once approximately 3-4 weeks before the event.

Posters – the hirer may provide a poster to be displayed inside and outside the Barlow. A link to The Barlow website would be useful. www.thebarlow.co.uk/whats-on and is essential if tickets are sold through Ticketsource.

Flyers – the hirer may provide A5 flyers relating to the event in question. Flyers will be displayed in the hallway, but will not be distributed further nor brought to the attention of relevant groups. Again, a link to The Barlow website would be useful.

Facebook – The event will be added as a Facebook Event, preferably via a co-host request from the hirer. The Facebook event will be shared in the local area. One further post will be provided as a reminder before the event.

Tickets – no paper tickets will be sold via the office, but our Ticketsource facility may be used for an extra fee – please enquire. It is **essential** that enquiries are made before a ticket price is made public.

Twitter - information will not be included on Twitter unless the hirer uses @BarlowEdgworth in which case we may retweet or like. The same applies to Instagram.

There will be no listing on Events sites, no press release and no proactive marketing via local contacts, no wider distribution of posters and flyers. The Event may or may not be included in generic advertising. A banner outside The Barlow is allowed at the discretion of The Barlow.

We want to help you run a successful event, but please note that if you wish to take advantage of the free publicity, it is up to you to contact Marketing and send relevant information via marketing@thebarlow.co.uk. If you would like to discuss further (Level 2) advertising options, please do not hesitate to contact Marketing for advice and assistance.

Linda Spencer
Group Lead, Marketing