



# Promotions Trinity Tips

## Introduction

If you're promoting a gig at Trinity, here are some top tips from those who've made it work before

## Getting it right

- Clarity - make sure the date, time and location is clear and correct so people know the when and where.
- Typo no nos - Make sure you have all the right information and that everything is properly written and spelled. Find a meticulous proofreader to read all promotional material before you send it out.
- Start early - Trinity doesn't benefit from passing trade so make sure people know your event is happening well in advance. We recommend a lead time of no less than two months from starting your promo campaign till the event.

## Design

- If you know someone who can do graphics, have design your flyer and poster
- Keep your text to a minimum of essential information – don't overload the design.

## Flyering

- Flyer key areas - know your target audience, but places that are happy to take flyers include many sites along Gloucester Road, Park Street, St Nicholas' Market...
- Don't forget the locals - Stapleton Road, Easton, Old Market pubs, shops and cafes are all places that are great to reach your local audience.
- Target similar events - where possible, it's always better to hand out flyers rather than leaving piles to be lost in a medley of other promotional material.
- If you are leaving flyers at venues, leave small piles - big piles get messy and thrown away quicker, plus it looks like no one's picking them up.
- Encourage any performing artists to hand out flyers at their gigs in the run up to the event.
- Talk to people - if you're handing out flyers, tell them how great the event will be and how they can't afford to miss it.

## Posters

- Work with people you know who are happy to take posters - shops, houses, other venues...
- No fly postering please - illegal fly postering can result in complaints, fines and may even mean we have to pull your event.

## Work with others

- Don't Panic can help you reach a wider audience with their Don't Panic Packs.
- Bristol Ticket Shop will display posters and flyers.
- BCFM are very supportive of Trinity events and are happy to provide slots to people to promote their events here.
- Don't forget us! Send us your flyer to add to our website, social media, events list and external listings sites.
- Make sure you give us some posters and flyers for display around the Centre. Plus, we have some nice A0 billboards outside you can use to promote your event.