



Promoting Your Tell-a-Story Day Event

Hints and tips

Getting the word out there

If your Tell-a-Story Day event is open to the public, you're probably keen to make sure that as many people as possible know about it in advance, so that you have an audience on the day. If you're running a school or private event, perhaps you want to invite parents or special groups. And coverage in your local press could be good for your school!

Here are some pointers:

Getting everyone involved

Involving your group in publicising your Tell-a-Story Day event is a great way to build enthusiasm and excitement around it, as well as ideas for the content of the event – this could be an educational part of the project, and will also help participants think carefully about who the event is for. Any local storytellers or venues who are involved might have ideas about who would like to know about the event.

Finding an audience

- Think about who would be interested in your event (target audience), for example:
 - specific age groups
 - people who might be interested in the event subject or theme (e.g local history groups, drama clubs)
 - people who already go to similar events
 - people who already support your school/group (e.g parents, friends, family, local businesses, neighbouring schools or local organisations)
- Are there any main contacts or networks you might be able to ask to circulate information to these target groups?
- Where do these target groups go? Put your publicity materials where these groups will see them.

Telling people about your event

We will put details of all Tell-a-Story Day events on the Scottish Storytelling Centre website, and provide you with Tell-a-Story Day posters to help publicise the event in your area.

There are also lots of other creative ways to tell people what you are doing – perhaps by email, text message or by setting up a taster or preview of your event. Try to do this as far in advance as you can, but be prepared to remind people as the day of the event gets closer.

Don't forget to include everything a potential audience member or participant needs to know:

- Title of the event
- Date and time
- A short description of the subject, and what or who is involved
- Where the event is (and how to get there if it's hard to find)

- How to buy tickets and how much they cost
- What age range the event is suitable for
- Who they can contact to find out more

And remember, one of the most effective forms of publicity is word of mouth – tell as many people as you can about your event and how wonderful it will be!

Telling local press

Getting a story in your local newspaper or a mention on the local radio station can be a useful way to promote your event. Remember that journalists are interested in what makes a good story – this isn't always the most obvious thing about your event. Instead, think about an unusual angle, for example:

- Is this the first time your group has ever worked with a storyteller?
- Does your event give audiences an interesting take on a local issue or story?
- Is there something new, exciting or ambitious about the way your event tells stories? (e.g. local families create a giant story-sculpture!)
- Does your event coincide with an anniversary or commemorate a particular story, character or historic event?
- What do you think your event will mean to your local community or to the participants?

When writing a **press release**, include the full details of your event. Try to write about it in a clear and concise way, getting across the key points of your angle. If possible, give it an interesting but factual title, and make sure the first paragraph contains the most important and attention-grabbing parts of your story – the background facts can come later. Don't forget your full contact details, and highlight anything that would make a good press photograph.

It's a good idea to include a quoted comment from an event participant, a local storyteller, someone who represents or leads your group or from someone in the local community who is supporting your event (maybe even your local MP or Councillor). Remember to brief them fully on the facts and background to your event, as well as the angle you are taking in your press release.

You can email and post your press release at least a week in advance of your event (remember to check when your local paper is printed and how far in advance they need information). You can follow up your press release with phonecalls to journalists, news desks or editors to check that they have received your information, and whether you can supply any more background. This might just remind them what a good story you have!

We'll be working hard to generate national press interest around Tell-a-Story Day, so please send your press releases to us too: caroline@scottishstorytellingcentre.com