

Event promotion: essentials checklist



For each event, make a quick plan about how and when you will promote. Capture a few details, keep it short; done is better than perfect.

- Event name & type (Fix / Learn to fix / Led ride / Learn to ride):

- Date & time:

- Venue & full address:

- Who it's for:

- How to join (booking link / just turn up):

- What to bring (e.g. own bike, comfy clothes):

- Contact name and number:

Do these four essential tasks

1) Word of mouth

- Tell people directly and ask them to pass it on.
- Use a 1-2 sentence script so everyone says the same thing.

When:

- 4 weeks before – start telling regulars, volunteers, partner staff.
- 1 week before – ask each volunteer/staff member to tell 5 people.
- Day before – quick reminders to key contacts.
- Script (copy/paste):

“Hi! We’re running a free **Big Bike Revival [event type]** at **[place]** on **[date/time]**. It’s for **[who]**. **[How to join]**. Could you share with anyone who might like it?”

2) Poster & flyers

- Use The Big Bike Revival template, add your details, print a few.
- Put them where people already go (library, GP, community centre, cafe, supermarket board, bike shop).

When:

- 3 weeks before – put posters up / hand out flyers.
- 1 week before – top up key locations.

3) Social media

Share a single, clear post on your main channels (often Facebook/Instagram) with the essentials and a photo.

When:

- 2 weeks before – first post (announce).
- 1 week before – reminder.
- 2–3 days before – countdown post.
- Day before – “See you tomorrow at [time]!”
- Caption starter:

“Free **Big Bike Revival** [event type] in [area] on [date/time]. [Who it’s for]. [How to join]. More info: [link] #BigBikeRevival”

4) Photos

- Pick 1–2 friendly photos that show your audience.
- On the day, take 2–3 quick photos (with consent) for your follow up post.

When:

- Before – choose photos for posters/social.
- During – snap a welcome shot and one action shot.

Timeline

- **4 weeks before:** Start word of mouth. Owner: Date:
- **3 weeks before:** Put up posters/flyers. Owner: Date:
- **2 weeks before:** First social post. Owner: Date:
- **1 week before:** Poster top up + social reminder + volunteer ask. Owner: Date:
- **2–3 days before:** Social countdown; message key contacts. Owner: Date:
- **Day before:** Final social post; check posters still up. Owner: Date:
- **On the day:** Take 2–3 photos (consent). Owner: Date:

Optional extras if you have time

- Share details via existing WhatsApp groups – e.g. club chats or past event groups – to reach people already connected to your community (2 weeks before).
- Ask a nearby group/partner to share details about your event with their audience (2 weeks before).
- Add your event to a free local “What’s On” listing (2–3 weeks before).
- Local media outreach: send a 4–6–line media notice (who/what/where/when/why) to local paper/listings desk and community radio (2 weeks before).
- Follow up to media: a polite nudge and a one-line “why it matters locally” (1 week before).