

# Quick guide on promoting a local cycling event



## Why promotion matters

- You want to reach your target audience.
- You need to convince people to come along.

## Top tips

1. Use a mix of promotional methods.
2. Use this guide to increase the uptake of your community event.



## Physical resources

1

### Posters

Use the Cycling UK **template posters** and check out our How-to guide for tips on design.

### Flyers

If creating your own check Cycling UK's How-to guide on what to include.

### Location

Display posters and leave flyers in visible locations; like notice boards, places where people walk past or stand and linger.



**Posters and flyers reach people without access to the internet or having screen downtime!**



## Local media

2

### Local press, radio and newspapers

Contact local radio stations, newspapers and magazines and ask them to promote your event. Most will be keen to hear about what's happening in the local community or your environment and if you send them a well written press release including all the key information you'll increase your chances of being promoted.

See Cycling UK's media guide for information on how to write a press release.

Many publications also have local event listings, and you may even be featured if your event is appealing enough to them.



## Social media

3

This is a great way to spread information about your event very quickly and cheaply.

- Set up an event and invite participants to attend. It has the advantage of not getting missed in other posts.
- Post regularly: reach out to people multiple times.
- Use pictures or video: images, either still or moving, are much more effective at grabbing people's attention.
- Make sure all your social media posts include #BigBikeRevival and tag Cycling UK. We love to know what's going on – and really want to see your pictures!



## Word of mouth

4

Don't underestimate the power of word of mouth. Tell everyone you meet where, when and why your event is taking place.

We know from our research that the best way to encourage people to take up cycling is through friends, family and colleagues, so talking about your event will make a big difference.



**On average 38% of people hear about local events through 'word of mouth'**