

PUBLICISING YOUR EVENTS – HELP FROM THE WORTHING TOURIST INFORMATION CENTRE

Promoting your event is very important. The **WORTHING TOURIST INFORMATION CENTRE** can assist with this, for **FREE**, in a number of ways:

- **Add the details of your event to our events database.** This means your event will appear in the What's On section of the Visitworthing website www.visitworthing.co.uk/events. This is the Councils official tourism website for the Worthing and Adur area, the data from which also feeds a number of other regional and national tourism websites. So, lots of exposure!
- **Display your flyers, leaflets or programmes** in our **TOURIST INFORMATION CENTRE**. Let us have them as soon as possible.
- **Display your poster** in our **TOURIST INFORMATION CENTRE**. It will be put on our events board according to the date of the event and available space. NB we do not put individual events posters in the window.
- **Assist with the supply of further distribution contacts details** e.g. other TIC's, libraries etc.
- **Include the event** in weekly/monthly events posters, produced and widely distributed. These posters are also displayed in our TIC window as well as in a variety of other locations around the area and region. (We can only do this if we are notified well before the event).
- **Include your event in other promotional activity** undertaken by the Councils Tourism Department e.g. e-blasts, exhibitions & fairs, etc.
- **Sell tickets** – we may be able to sell tickets to your event on your behalf. Please contact the manager well in advance of the event if you would like more information or details of the terms & conditions of this service.

To **tell us about your event** submit the event details online at:
www.visitworthing.co.uk/eventsdms/organisinganevent or complete and return our form.

Don't forget to send us a picture to illustrate the event. It could be of last year's event, your organisation logo or an image of the venue. If you don't have anything suitable or available we will use a generic image.

Images **must** be supplied in jpeg format (our software cannot accept gif or other formats), be landscape and a maximum size of 500 x 375 pixels. They must be **copyright free** or we must have your permission to use them.

Keep in Touch - add the Worthing Tourist Information Centre or tic@worthing.gov.uk to your mailing or press release list to keep us informed.

Data Protection

The data is collected and held in a computer database and displayed on a website. Our form shows what will be displayed on the website, and a section of information which will not be displayed, but assists us. The contact details will be kept so that we can contact you when enquiring about events in future.

