



PROMOTING YOUR EVENT

Fact Sheet 4

Who to contact

- Register your event on the National Knitting Week website, so that we can publicise it in Knitting magazine and on the website.
- Establish certain areas of the media and the groups or individuals you feel should be informed about the event and should receive a press release. This list should include your local newspapers, magazines, radio and TV stations as well as any websites. It would be useful if any volunteers in your group have friends or contacts in the media.
- Compile your list on a database, post the press release and follow this up to answer any questions they might have.
- Contact other groups or individuals who are interested in knitting, crocheting and yarn crafts to tell them about the event. Not only could they want to attend, but they may even volunteer to help.
- Get in touch with retailers in your area to see if they would like to have a table to display their information and if they will allow you to pin up NKW flyers in their stores.

Where to post flyers

- Shops
- Colleges
- Leisure Centres
- Libraries
- Bookshops
- Event sites
- Any gathering place in your area

NOTE: Libraries and bookshops are great places to promote a NKW event. Suggest a special display of craft titles close to the flyer.



The Big Knit, reported in Knitting, March 2005