

How to make use of physical resources



Why using physical resources matters

When it comes to organising your event, one of the main tasks is to make people aware of it.

While today a lot of promotion is done via social media it's important not to forget about one of the original marketing techniques, using posters and flyers to promote your event.

Posters and flyers help you to reach people in your local community who don't follow you or use social media allowing you to tap into a brand-new audience.

1



Planning tips

Where to put up your posters and flyers

To reach your target audience we first need to think about who we want to reach.

Know your audience

Think about your audience's interest, what they are likely to do at the weekend, where they might shop, enjoy pastimes or services they might use.

For example, if you are targeting those with long-term health conditions think about putting up your posters at GP surgeries.

When you know who your audience is, you will have a much clearer idea of where you should distribute your posters. It's not about printing hundreds of posters but putting them in the right place so they are seen by the right people.

2



Location ideas

Shops

Local businesses (particularly where they have a street facing window or notice board), supermarkets, pubs and cafes.

Services

Anywhere that has a waiting room is a great place to put up a poster or leave flyers. GP surgeries, opticians, dentists, hairdressers, libraries, leisure centres.

Community notice boards

Council community boards – make sure to contact the council for permission. Community centres often also have places to display local activities.



3



Resources

Event posters

Cycling UK has created a [downloadable poster](#) for you to use with a space to add the information about your event.

There is also a [Covid guidance poster](#) if you have any specific requirements you'd like people to follow.

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Permission

Permission

You might need to get permission before putting up your posters. Ask the business owner, council or service manager so you're not accused of fly-posting.

Even if you don't need to seek permission, have a chat to staff, share the details of the BBR events.

Creating your own posters / flyers



DO

- Include the BBR and Cycling UK logos to your designs.
- Include your organisations logo, website address and contact details.
- Make sure the information about your event is clear and you include details about location, time, what is available and who the event is for.
- If you are using colour, make your poster bright and eye catching.
- If you are using imagery, less is more. Use one clear image over lots of smaller ones. This keeps your poster/flyer clean and doesn't distract from the event information.



DON'T

- Don't change the BBR or Cycling UK logo colours or stretch or condense the logo.
- Don't fill your poster with text. Keep the information to the most important details.
- Avoid light coloured text on coloured backgrounds. This can be difficult to read.
- Don't use lots of different fonts. Keep your text clear and consistent.

