



Why promotion matters

You're all set for your BBR event. You've picked the date and venue, you've got your team ready to help. Now all you need to do is convince people to come along.

You want to reach your target audience so what's the best way to go about it?

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Physical resources

Posters

Use the [Cycling UK template posters](#) to put up in your local area.

Flyers

If you are creating your own flyers check our guide for advice on what to include.

Location

Think carefully about where to put up your posters. Check our guide for more information.



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Promoting in the media

Local press and radio

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

Check our media guide for information on how to write a well-written press release.

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

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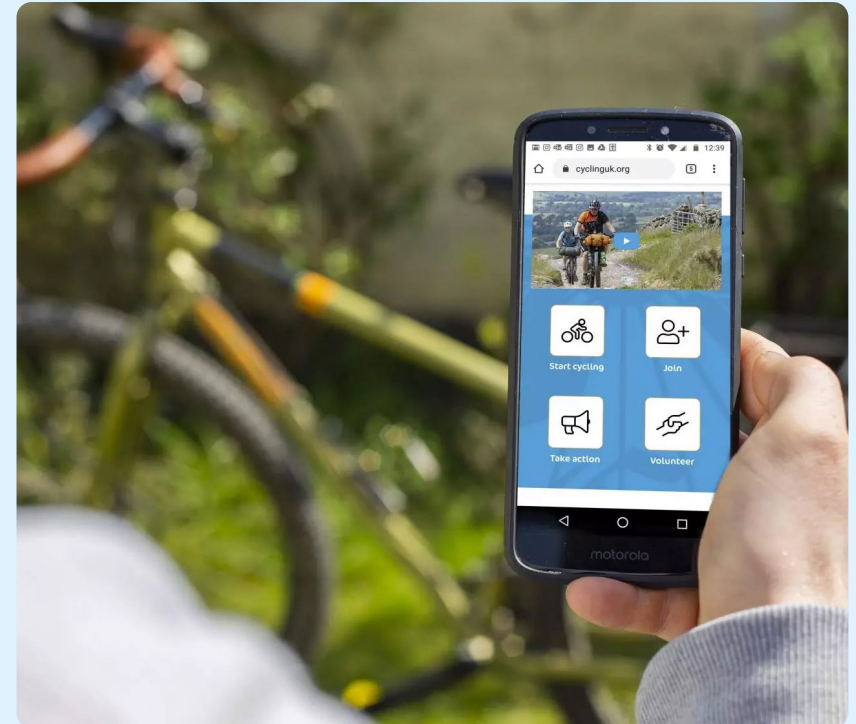


Promoting on social media

Social media

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

- Set up an event that you can then invite participants to attend. This is a great way to notify people that the event is happening and has the advantage of not getting missed in other posts.
- Post regularly: whichever social media channels you promote your event on, 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. Also make sure to tag @wearecyclinguk in your posts as we love to know what's going on – and we really want to see your pictures and share your activity!



#BigBikeRevival

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Word of mouth

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 and family, so talking about your event will make a big difference. Also share your event details with other local organisations. Check our guide on promoting through word of mouth for more information.