

Top Tips Guide – CAFE Colchester

Whenever you hold your first event, check out these top tips to make it a success:

- 1. Pick a time and place**
You can hold your event any time of day, any day of the week.
- 2. Get the date in the diary**
Start your promotion, ideally a few weeks before the event works best.
- 3. Download our event poster and leaflets**
Use the poster and leaflets to let everyone know when and where your CAFE event is. Just write the details in the white box.
- 4. Spread the word**
Tell everyone you know about your event including friends, family and work colleagues.
- 5. Tell your local newspaper**
Download our press release template, fill in your event details and send it to the local newspaper or just pick up the phone and give them a call:
[Daily Gazette and Essex County Standard contact information](#)
[East Anglian Daily Times contact information](#)
- 6. Talk to your local Councillors**
Your local Councillors can help you get your event details out to more people. Find out [here](#) who your local Councillors are and send them your event information.
- 7. Create a Facebook Event**
Find out how to create a Facebook event with [these easy instructions](#)
- 8. Tag us into your social media posts**
Make sure you tag us in to your social media posts and we'll support your promotion by sharing your messages with our followers.
@YourColchester on Twitter
/EnjoyColchester on Facebook
/BetterColchester on Instagram
- 9. Make everyone feel welcome**
Have the tea and coffee ready for people to have as soon as they arrive.
- 10. Future events**
Make sure everyone knows the date of the next event before leaving and ask them to help spread the word