

Marketing your event



FACT SHEET

REGIONAL COUNCIL



YOU'VE BOOKED THE VENUE, NOW IT'S TIME TO SPREAD THE WORD!

Lockyer Valley Regional Council makes available to event organisers, several marketing publications and promotional avenues to assist with marketing your upcoming events.

Published quarterly, the 'What's On Lockyer Valley' calendar is printed and displayed at the RV parks, in the motel rooms, with tourism operators, Council offices, libraries and the Lockyer Valley Visitor Information Centre.

Events in the region may be promoted via a fortnightly radio interview with the Mayor on 4WK and River 94.9. Content for these sessions are taken from the tourism event calendar, so you need to be listed!

Our Regional Tourism Organisation, Southern Queensland Country Tourism promotes local events through their digital and print media channels.

Follow the 'Publications and Online Calendars' checklist on the next page to start getting the word out!



Gatton Shire Hall



Laidley Showgrounds

For more information call 1300 005 872 or visit www.lockyervalley.qld.gov.au



Grantham Butter Factory

For assistance with marketing your community event

Contact our friendly Community Activation Team

 1300 005 872

 CATeam@lvrc.qld.gov.au



Laidley Cultural Centre

For assistance with marketing your tourism event

Contact our friendly Visitor Information Centre staff

 07 5466 3426

 tourism@lvrc.qld.gov.au

PUBLICATIONS AND ONLINE CALENDARS

No-one knows your event better than you, so it's important that you manage the marketing of your event. This ensures accuracy of information and if changes need to be made, you are in the driver's seat!



COMMUNITY CONNECT NEWSLETTER

Each month Council distributes an online newsletter to community groups and subscribers which features upcoming events – [Subscribe](#) to the newsletter and email CATeam@lvrc.qld.gov.au to add your event.



COMMUNITY EVENT CALENDAR

Become a member of the My Community Directory and showcase your event on the mycommunitydirectory.com.au website. My Community Directory is for health and community organisations that provide services and activities to the Lockyer Valley. [Register](#) your organisation now!



WHAT'S ON - LOCKYER VALLEY PUBLICATION

Each quarter Council distributes a 'What's On Lockyer Valley' flyer for display at the Visitor Information Centre, in the bus stops, libraries, RV parks, and community facilities. To feature your event, have it listed on either or both of the event calendars noted above, contact the Community Activation Team by phone on 1300 005 872 or email lockyerevents@lvrc.qld.gov.au.



TOURISM EVENT CALENDAR

Event organisers targeting visitors to the Lockyer Valley, [can add their event](#) to the Luvyalockyer tourism events calendar by simply clicking on the 'What's On' tab and 'Add your Event'. Tourism events are also pushed through to other Regional Tourism forums. If you are unsure if your event meets the tourism criteria contact the Visitor Information Centre on 07 5466 3426.



ATDW – AUSTRALIAN TOURISM DATA WAREHOUSE

The ATDW is Australia's national platform for digital tourism marketing in Australia. Think of it as an exclusive store where the major online event calendars shop for their listings. Websites like www.brisbane.com, My Community Directory, www.queensland.com, www.eventfinda.com.au, Southern Queensland Country Tourism all pull content for their social media and event calendars. You need to sign up as a member, so contact them on 1300 137 225 or support@atdw.com.au for more information.