





Welcome!

Margaret Beim
Marketing Manager



Dara Kosberg
Program Director





Today's Goals

- Learn best practices for event promotion and partnerships
- Have your questions answered
- Get inspired!



Agenda

- Marketing Support
- Event Copy
- Promotional Partners
- Expectations
- Emails
- Social Media

OPTIONAL

- Q + A
- Breakouts



re
imagine

Life, Loss, & Love

A Worldwide Virtual Festival

Wonder about the big questions about life and death, illness and loss, love and connection, through spirituality, science, and the arts

Prepare for and manage serious illness, dying, and death, for ourselves and the people we care about

Remember to create space for all types of grief and honor those we love, through memories, words, and actions

Live Fully in the face of our impermanence, embrace life, our families, our communities, and our planet, through well-being, purpose, and positive impact



Marketing



*Together, let's spark the
collective flame....*



Marketing Support

What Reimagine will provide to collaborators ...

- Unique Event Page + Profile Page
- Highlight your resources: products + services
- Listings + mentions across Reimagine's site
- Email templates
- Social media graphics
- Promotion of festival to our audience
- Paid advertising campaign promoting festival to large global audience



Best Practice:
*Write compelling
marketing copy*



**Together on the 9th: A Virtual
Candlelight Vigil**

Hosted By Reimagine

Join us to honor the dead, those who are sick, and all of us on the planet. Please bring a candle and invite any friends or loved ones who would like to participate.

THU. JULY 9

@

Zoom

5:00pm-6:00pm PDT



Best Practice: *Promotional & Content Partners*



Good Grief with Chris Garcia + Bitch Talk

Hosted By
[Punch Line San Francisco](#) + [Bitch Talk](#)

Stand-up comedy with [Chris Garcia](#), [Reggie Steele](#), [Irene Tu](#), [Ronn Vigh](#), [Dan Rothenberg](#), and a live podcast with [Bitch Talk](#) following the show. This is a different kind of comedy event. We're not going to beat around the bush and avoid the heavy or just make light of it. We're going to dive into our losses, grief, and pain, because we know that's where the deepest laughs and healing are born.



Tending to Early Loss for Those Who Lost A Parent Young

Hosted By [Amy Hyun Swart](#), [The Center SF](#)

Being the first among your peers to lose a parent can feel like such a rough initiation into the world. Join us in a circle of compassion as we tend to this early loss with gentleness and care.



Expectations: Everyone Amplifies Each other

- In writing: “As part of Reimagine: Life, Love, & Loss,” COLLABORATOR presents YOUR EVENT/CONTRIBUTION TITLE”
- For all social media posts and online communications, provide a link to Reimagine’s Facebook page and website.
- Create Facebook Event Page and include Reimagine as a co-host.
- Participate in “event threads” provided by Reimagine to help tie your event in with the greater festival (e.g., a reading at start of your event).



Read the Marketing Guide

The [Marketing Guide](#) includes:

- Best practices to support your event marketing and communications strategy
- Official collaborative language and design guidelines for announcements, Facebook event pages, etc.
- Email newsletters templates
- Customizable and ready-to-go social media graphics

5 Emails with Graphics

Send to friends, family, colleagues and community...

- 1. Event Invitation*
- 2. Event Reminder Invitation*
- 3. Confirmation to Participants*
- 4. Event Reminder(s) day before/day of event*
- 5. Thank you for participating!*



Send Emails



Post on Social

6 Social Media Shares

1. *Festival Announcement*
2. *2 Weeks Away!*
3. *1 Week Away!*
4. *5 Day Countdown (5 days)*
5. *Day of Event Reminder!*
6. *Thank you!*



Spotlight

EXAMPLE POST FROM TEMPLATE



Reimagine:
Life, Love, & Loss
A Worldwide
Virtual Festival

Lessons for the Living
from the Bedsides of
the Dying

Hosted by Jane Doe

letsreimagine.org Fri, October 25th, 7pm

The main graphic is a black rectangle containing a central image of a woman with red hair sticking her tongue out against a blue background. To the right of the image is a white 're imagine' logo with a colorful gradient border. Below the image and logo, the event details are listed in white text on a black background. The text is organized into two columns: the left column contains the event title and website, while the right column contains the event description and date. A small green box in the top right corner of the graphic contains the text 'EXAMPLE POST FROM TEMPLATE'.



Festival Announcement





2 Weeks Away



My event is
**2 weeks
away**

A Worldwide Virtual Festival
During COVID-19

#letsreimagine
letsreimagine.org





1 Week Away




My event is

**1 week
away**

A Worldwide Virtual Festival
During COVID-19

#letsreimagine
letsreimagine.org





Festival Countdown





**Thank
you!**





Marketing Next Steps

Next steps:

- Review the [Marketing Kit](#)
- Create your Facebook Event Page by (make Reimagine a co-host)
- Submit your spotlight to Margaret (that's me!)
- **Stay tuned for the next upcoming webinar!**



Marketing Support

Questions?

Need Marketing Support?

Please email

margaret@letsreimagine.org

NOTE:

Make the subject headline of the email
“Collaborator Marketing Question”



Onward!





Q + A

You have questions?

We have answers!

*(And if for some reason we don't
right now, we'll figure it out and
get back to you...)*

Breakout Questions

1. Name and Location
2. Share your event and why you're hosting it
3. Brainstorm promotional and content partnerships!

