



Hosting an event?

Check out these marketing tips below!

1. As soon as you have basic event details (title, time & location) make an event on your *business or organization's website & Facebook page*. (Even if you do not have all the specific details, you can at least get it out there as a "Save the Date" & update it as needed.) **Update the events as you receive more information about the event.** Use the "invite friends" option when available.
2. Once you also have basic details, submit event information to the LVPL calendar, Bachman calendar, local newspaper, Spanish Peaks Country & the Cuchara Foundation blog. Again, update as necessary.
 - a. info@lvpl.org
 - b. events@Bachmanandassociates.com
 - c. events.worldjournal@gmail.com
 - d. info@spanishpeakscountry.com
 - e. CucharaFoundation@gmail.com
3. Design an eye-catching flyer. (Consider using easy free templates available through online programs such as Canva.com) *Stick to basic info on the flyer*, too many words & it will not be read. Include event title, date/time, location & brief description or tag line. Also include contact information & where to look for more details.
4. Post the flyer online. Distribute printed flyers at key places around town. Some locations around town may require director or management approval.
 - a. Library
 - b. Charlie's
 - c. Kiosk-Submit through Library
 - d. Laundry Mat
 - e. Big R
 - f. Paradise Coffee
 - g. La Veta Inn
 - h. Cuchara if applicable:
 - i. Dog Bar
 - ii. Cuchara Country Store
 - iii. Kiosk by community center
 - iv. Cuchara Mercantile
5. **Continue posting on social media leading up to the event & updating events on all platforms as necessary.**
6. Consider sharing event information in community social media groups & pages. Local Facebook groups:
 - a. La Veta-Cuchara Community
 - b. LOVE IT Forward La Veta/Cuchara, CO
 - c. Huerfano Community Bulletin Board
 - d. Music and Arts in Huerfano County (if applicable)
 - e. LOVE IT Forward, Huerfano CO. & beyond
 - f. HUERFANO COMMUNITY PUBLIC FORUM (no censorship)
 - g. Huerfano Community Informative
 - h. La Veta Colorado Business & Pleasure
 - i. Spanish Peaks Business Forum

Aim to have all final event information published and flyers distributed at least two (2) weeks before the event. If it is a large event, have published information ready at least four (4) weeks before the event.