



LITTLE BIG HOUSE EVENT MARKETING 101

A FRIENDLY GUIDE FOR EVENT HOSTS





INTRODUCTION

At the Little BIG House, our mission is to help Australians live happier, healthier, and kinder lives by connecting with their community and neighbours.

This guide is designed to help you plan, promote, and run great community events —whether it's your first time or your fiftieth.

Events at the Little BIG House bring people together. They help neighbours meet, spark friendships, and strengthen our local community. When you host an event here, you're helping create those meaningful moments that make the Flour Mill a thriving, connected place.

BEFORE YOUR EVENT

Join the Tribe events

Hosts you attend the tribe events are much more successful in Their own events. This is because they learn from one another, cross-promote each other and refer their attendees to your event. We recommend you attend a few events, observe what is working – and learn from that.

Define Your 'Why'

Start by asking yourself why this event matters. Does it help people feel happier, healthier, or more connected? Does it support a local interest group or need? Clarity will guide everything else—your theme, activities, and promotion.

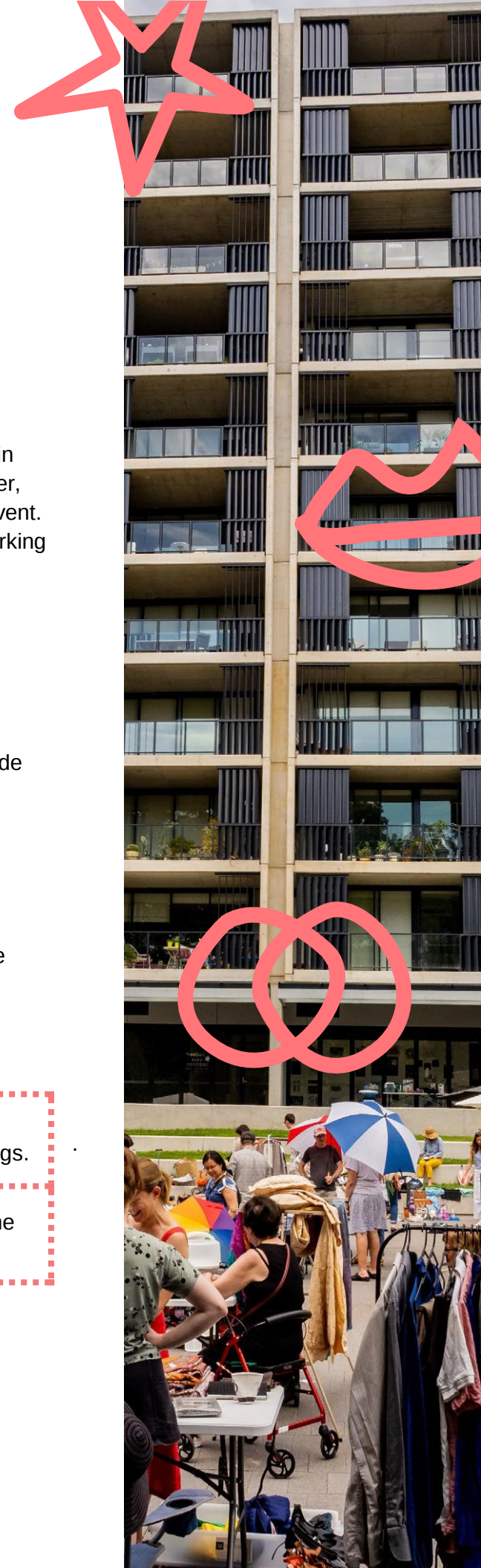
Plan Your Event

Think through the basics before promoting. These questions will help you choose the right words to say and the right place to market.

Who is your event for?

Is it for kids? Do parents need to attend? Is it for over 18's only? You marketing should identify all these things.

Is it better suited to one gender? This might change the kind of words/colours/channels you use.



How many people attending do you want?

Noting the Little BIG House has a maximum standing capacity of 50 people per level (but in our experience that is very cosy, we suggest 30). We also find 8-12 the sweet spot for meeting people and creating connection

What is your rhythm of events?

Recurring events help people form real friendships; but they are also easier to remember. Avoid ad-hoc dates.

- Weekly
- First and third Monday every month
- The last Thursday of the month

What will happen at your event?

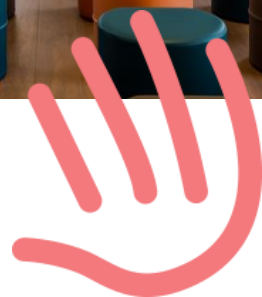
A lot of people are nervous about attending an event, Especially something that is new. Help them understand what to expect. Use simple language and avoid any jargon.

Team up with other hosts or local businesses. Partnerships make events more engaging and help reach new audiences. They might even share the event and their association to it.

Create time in your event for attendees to mingle and form connections with each other. As the host, take the time to personally introduce people to one another and/or include time for an icebreaker.

Consider Collaborations

- 1** Local cafés can donate snacks or offer discounts to attendees.
- 2** Shops can provide small prizes or materials in exchange for shout-outs.
- 3** Co-host events with another LBH host to combine communities.
- 4** Invite volunteers to assist with setup, sign-ins, or photos.



BEFORE YOUR EVENT

Promotion is where your event comes to life for others. A clear, friendly message and consistent local presence will make all the difference.

Craft Your Message

Tell people exactly what's happening, when, and why it's worth attending. Avoid jargon specific to your event topic—use plain, conversational language.

Keep your message simple and positive:

Name your event clearly (e.g., 'Community Crafternoon' or 'Neighbourhood Trivia Night').

Use a friendly call-to-action like 'Come along!' or 'Bring a neighbour!'.

Include key details: date, time, cost (if any), and how to join.

Explain what people can expect: food, activities, social vibe.



WHAT IS YOUR 'HOOK'?

In copywriting and marketing terms, a hook is exactly what it sounds like — a concept or an idea that gets people interested in what you have to say... and what you have to offer. A great hook makes people go... Wait what? Ohhhh I gotta see what this is all about.

Learn more here: <https://copyposse.com/blog/how-to-write-a-killer-hook-in-your-sales-copy/>

Where to Promote

Mix online and local promotion for best results. The goal is to reach neighbours where they already are.

Here are some suggestions:

Little BIG House website, social media, and email newsletter.

- Be sure you have provided a photo and description of both yourself and the event (for our host directory and event directory)

Little BIG Blog

- Each month we feature someone from our community in a short interview on our website. Put your hand up if you are interested!

Noticeboard at the Little BIG House.

- Leave your poster in the drawers at the front door and we will put it up for you.

Flyer stands at the Little BIG House.

- You can pop these in yourself when you are in next.

Local community Facebook groups.

Check out:

- Summer Hill People
- Leichhardt Locals
- Dulwich Hill 2203



TIP

These groups endless, give it a search! Maybe there is something specific to your demographic or thematic.

Be sure to check their rules on what days you are allowed to post. They all have different parameters.

Community Posters

- Ask local cafés, bars shops if they are happy to put up your poster.

Online Event listing platforms

- [Inner West Council “What’s On”](#)
- [My Community Diary](#)
- [The Inner West Guide](#)
- Inner West Mums
- Humanitix, / Eventbrite (these are booking platforms but lots of people use them to search for events)

Can you create a limited 'offer'?

A marketing offer entices potential attendee to book in. It could be discounts, two-for-one offers, free content, loyalty programs, or other incentives designed to attract and convert customers.

Demonstrate clear value, create a sense of urgency, and are crucial for driving sales and customer engagement.

Examples:

- First class free
- Free coffee for new attendees
- Bring a friend for free
- First 5 people to register get XYZ

Tips for success:

- 1** Promote early and remind people closer to the date.
- 2** Use clear photos of real people having fun at LBH events.
- 3** Tag @SummerHillLittleBIGHouse for a re-share.
- 4** Encourage attendees to share your event with their networks.
- 5** Use WhatsApp or local email lists to spread the word among returning guests.

IMPORTANT: Work with the LBH Team

The LBH team can feature your event across community channels. Make sure to meet any submission deadlines.

TROUBLE-SHOOTING

What will happen at your event?

Put yourself in the shoes of someone who is going about their busy day and knows nothing about your event or program. Ask yourself these questions?



MESSAGE

- Does the event name explain what you are in 3 words?
- Taking away all my background knowledge, puns to do with my event, would I “get it”?
- Does the event description adequately describe the event (in as few words as possible)?

CHANNEL

- Am I leveraging all the channels that already exist?
- Am I meeting the deadlines for the Little BIG channels?
- Have I explicitly asked my current students to invite others along?

PARTNERSHIPS

- Am I attending the host training sessions?
- Am I attending the Information Nights / Open House events and meeting new community members?
- Is there anyone in the Little BIG Volunteer and Hosts team that makes sense for me to collaborate with?

BE PATIENT

- Can I invite some friends to join for the first few sessions to get momentum?

TROUBLE-SHOOTING

Good registration management helps you stay organised and ensures everyone has the right information.

Use Humanitix or Eventbrite to collect names, emails, and reminders. These platforms have automatic reminder features that you can set and forget.

Try to save 20% of spots for hyper-local residents. This is one of the Little BIG goals, but it also really helps with word of mouth and build a repeat audience as well.

Free events often see 50–60% attendance rates—plan accordingly.

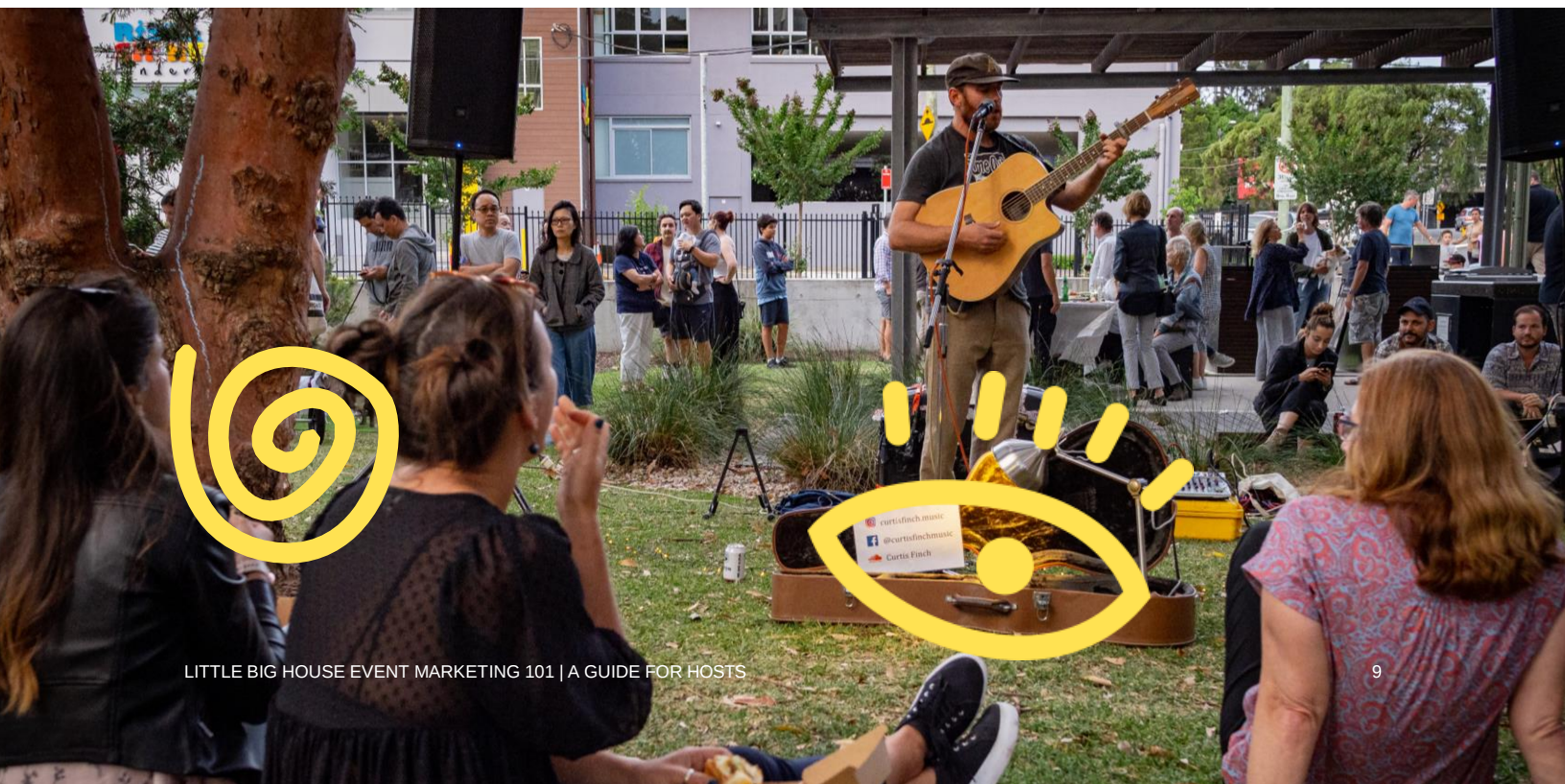
Send confirmation emails and reminders with an ‘Add to Calendar’ link.

Keep your guest list handy on the day for sign-ins.



TIP

Registering creates a level of commitment that helps make sure people show up. You can also collect additional information that could be useful during the event (perhaps someone is coming with a dietary requirement or disability – if so, you want to know about these things before they arrive to help your event run smoothly).



REMIND, REMIND, REMIND

Whether you use a platform, spreadsheet or manually manage your event registrations, always ensure to send a confirmation email with the event details, including special requirements.

Ideally, your confirmation email will have an 'add to calendar' feature as well!

Consider these reminder options:

1 SAVE THE DATE

An initial email announcing the event, including the date, time, location, and a general overview of what attendees can expect.

2 INVITATION

A formal invitation to the event, including a detailed agenda and information about how to register.

3 GET READY

Regular reminders about the event, including important deadlines and information about what attendees need to know.

An email providing tips and suggestions on how to prepare for the event, such as what to bring, what to wear, etc.

4 PRE-EVENT SURVEY

An email asking attendees to provide information about their interests, preferences, or special requirements.

5 AGENDA & SCHEDULE

An email providing attendees with a detailed agenda and schedule for the event.

6 DIRECTIONS & LOGISTICS

An email with information about how to get to the event, parking, and other logistics information.



TIP

Plan all your pre-event communications backwards from the start date.

DURING YOUR EVENT



THE BIG DAY!

Here's how to make sure everything runs smoothly.

- ✓ Arrive early and set up using the Venue Guide.
- ✓ Test the AV setup—there's no on-site IT support.
- ✓ Display signs and use the blackboard to show the day's schedule.
- ✓ Welcome guests warmly and acknowledge Country (it's in the venue guide if you need it).
- ✓ Put your yellow bandana on!
- ✓ Create connection—introduce people, use icebreakers, and allow mingling time.
- ✓ Capture moments with photos and video – you'll want these for your future promotional efforts



Start strong:



MESSAGE

Thank you all for taking the time to be here today. <Insert details about your event/ day ahead/what people can expect>



WELCOME TO THE LITTLE BIG HOUSE

We are meeting today in the Little BIG House. This venue is purposely created to bring neighbours together and support community connection. The space hosts a range of events and I encourage you to check out the notice boards, grab a flyer or go onto the website (littlebigfoundation.org) to see the other events you can attend here.



ACKNOWLEDGEMENT OF COUNTRY

I acknowledge the traditional custodians of the land on which the Little BIG House stands, the Gadigal people from the Sydney Basin area. I pay my respects to Elders past, present and future. I also extend my respect to Aboriginal or Torres Strait Islander people who are here today.

This space has always been a community hub, however different to its traditional purpose. This land, this place, holds memories, the traditions and culture of Australia's First Peoples. Today, we continue to use this space to gather, to create connection, and build community. We contribute to the memories of this land, of this place, acknowledging our privilege in gathering here, and honouring those who have come before us.

AFTER YOUR EVENT

Your work isn't done yet! A little follow-up turns attendees into regulars.

This is a critical step in your marketing!

- Send a thank-you message or email within a day or two.
- Share photos and tag @SummerHillLittleBIGHouse.
- Ask for quick feedback (QR code or short form).
- Invite attendees to your next event or group chat.
- Note what worked and what could improve for next time.



BUILD A COMMUNITY

This is what we are all here for after all!

You have come this far to promote your event, and keep your registered attendees engaged enough to attend. Why not invite them to join your community - be it an online group, mailing list, WhatsApp channel or Social Media following.

Turning your attendees into ongoing followers who actively interact with you outside of the event, will help you build an ongoing relationship while giving you direct access to promote future events and/or business offerings.

It will also build loyalty. Attendees who are interacting and enjoying one another's company will keep returning for the social element your event provides.



ABOUT LITTLE BIG HOUSE

The Little BIG Foundation was created to tackle loneliness in Australia by building places, programs, and events that connect people.

OUR GOAL: to help all Australians live **happier, healthier, and kinder** lives.



The Summer Hill Little BIG House is our first community hub—home to hundreds of events and friendships formed every year. Every event you host here strengthens the social fabric of our neighbourhood.

Learn more: littlebigfoundation.org

ABOUT SAVE MY MARKETING

This guide has been prepared by Sarah Ferraina, Marketing Strategy Coach, Trainer and Consultant - Founder of #SaveMyMarketing and Little BIG House event host and volunteer



Find out more: go.savemymarketing.com

