



LITTLE BIG HOUSE EVENT MARKETING 101

A GUIDE FOR HOSTS

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...people are looking for human connection post-pandemic – and, as such, event creators would be wise to double-down on events that promote togetherness.

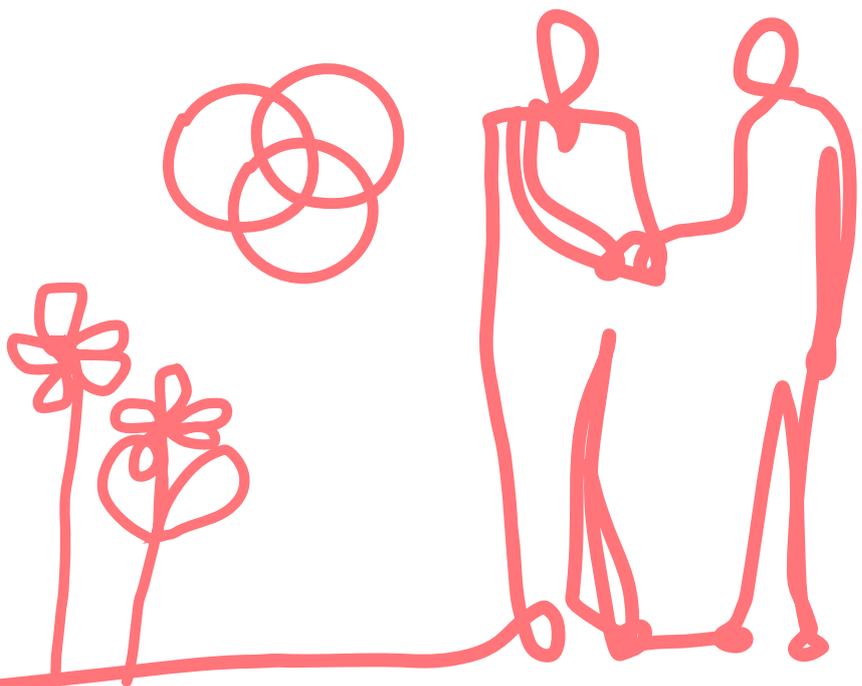
Eventbrite Report 2023 - trend 2: moving to an experience economy



Post-pandemic, almost one in four (24%) Australians surveyed said they “almost always” or “often” feel socially isolated and/or lonely, and another 38% “sometimes” do. But going to in-person events helps – nearly two-thirds (62%) of Australian respondents agreed that it makes them “feel less isolated/lonely.”

Eventbrite Report 2023 - trend 3: craving community

In-person events make Australians feel:





THE LITTLE BIG HOUSE MISSION

We want all Australians to live happier, healthier and kinder lives through feeling connected to their community and neighbours

The Little BIG Foundation was set up to tackle loneliness in Australia by developing places, programs and events for social connection.

Australia's loneliness epidemic is coming to a tipping point. Nearly half of Australians don't have neighbours they can call on for help. The Little BIG Foundation strives to counter loneliness with every little meaningful moment we create, by fostering a deep and personal connection to the community through a shared community hub, providing a program of events that bring people together and supporting social interest groups and community-led events.

In 2021 we launched our first community space, The Summer Hill Little BIG House at 16 Flour Mill Way, Summer Hill.

This guide has been created in collaboration with The Summer Hill Little BIG House (LBH) and Sarah Ferraina, Founder of #SaveMyMarketing, to give LBH Event Hosts guidance on planning and delivering events for the Flour Mill and Summer Hill communities.

As this event guide has been designed specifically for LBH Hosts, there will be references below that apply only to events hosted at the LBH.

WHAT IS EVENT MARKETING?



Firstly, what is event marketing?

Event marketing is a promotional strategy that involves creating and hosting an event to generate public awareness of a product or service.

For the purpose of community engagement, events play a pivotal role in creating positive connections and relationships.

Community events bring people together, fostering a sense of belonging and unity. They provide an opportunity for individuals to interact, share their experiences, and build relationships.

Such events can also help raise awareness and support for important causes, and contribute to the community's overall wellbeing.

For businesses, events work to increase brand loyalty among existing customers and attract new customers. Businesses can interact directly with their target customers in ways that cannot be achieved through traditional advertising channels and provide consumers with an experiential introduction to brands before they make a purchase decision.

Event marketing can be particularly beneficial for businesses and community events looking to build recognition and loyalty in local communities or target niche markets playing a pivotal role in creating positive connections and relationships.

Regardless if you, the event host, are a volunteer or running your event as a part of your business, you are hosting it at the Little BIG House because you care about fostering individual connections between the attendees at your events.

By bringing people together, and fostering a sense of belonging and unity you are providing an opportunity for individuals to interact, share their experiences, and build relationships. These experiences help form powerful connections between attendees and organisers that can last long after the event has ended.



PREPARATION: YOUR STEP-BY-STEP GUIDE TO PLANNING AND PROMOTING YOUR EVENT

The pre-event stage includes 3 important steps - planning, promotion and registration. The following is a step-by-step guide on each aspect of preparing for your event.

PLANNING

WHY

What is the purpose of your event?

Does it align with the LBH's mission for happier, healthier and kinder communities?

Does it foster a connection for a sub-group within this community?

It is important to first have a clear understanding of why you are hosting your event and how it will support or provide value to the Little BIG House surrounding communities.

Once you are clear on the purpose and benefit of the event, this will also help you with how you promote the event and engage with the local community.



WHO

Who is your event for?

When choosing to run an event, you need to consider who is most likely to attend or benefit from the event?

When running an event at the Little BIG House specifically, we request you aim for 20% (1 in 5) of your total attendees to be from the Flour Mill community.

Why the Flour Mill? There are two reasons.

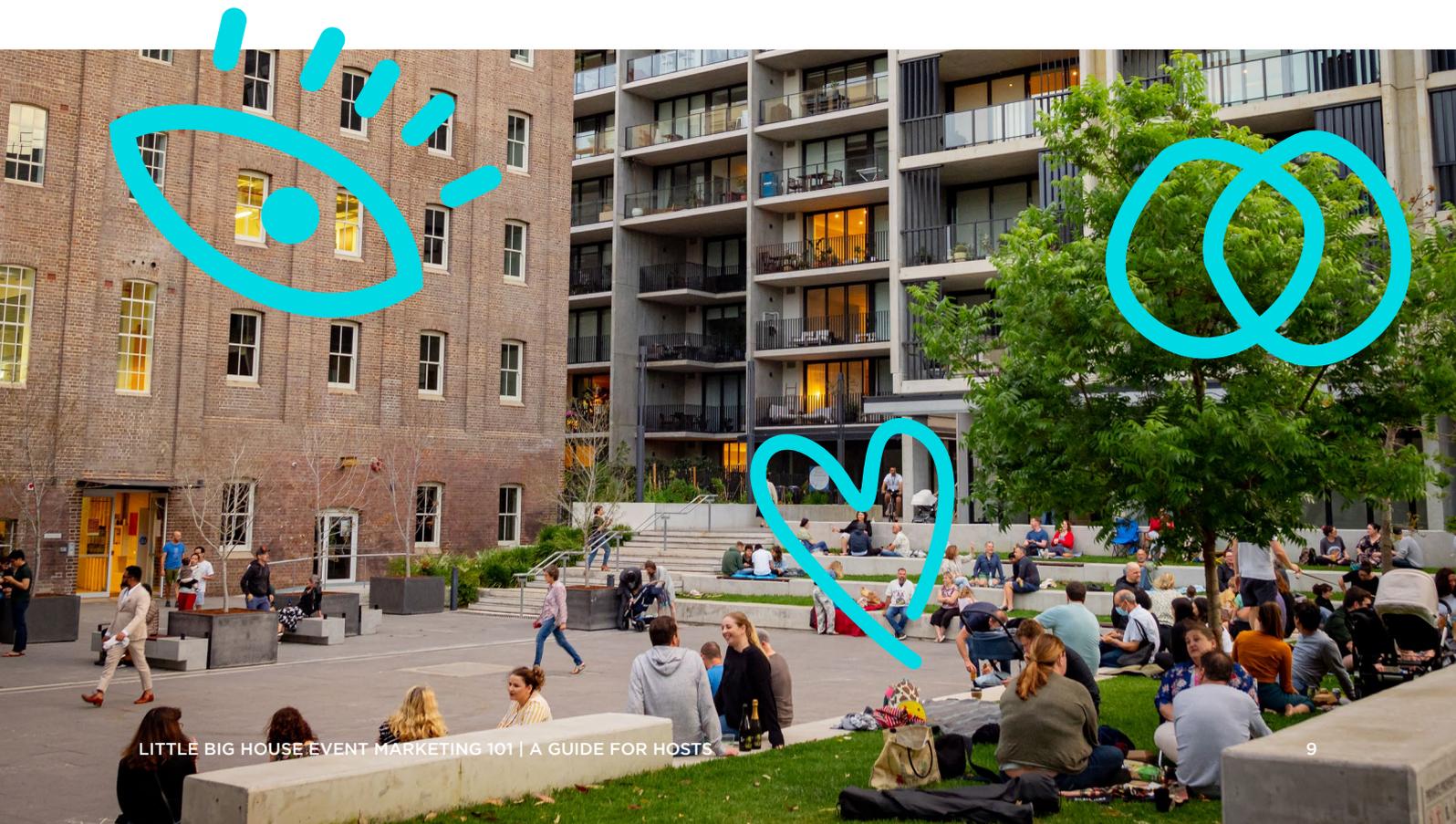
1

Meaningful relationships start in a hyper-local context. If you are likely to bump into someone you met at an event in your normal day-to-day life, you'll have a greater chance that the relationship becomes important to you beyond the event, increasing your chances of preventing loneliness.

2

The Little BIG House (and your hire fees) are heavily subsidised by the development industry. The Little BIG House needs to be able to show an impact on the immediate neighbours to continue this low-cost funding structure and to encourage more developers to fund future sites across Australia.

Therefore, it's important you have a good understanding of WHO lives in this hyper-local community.

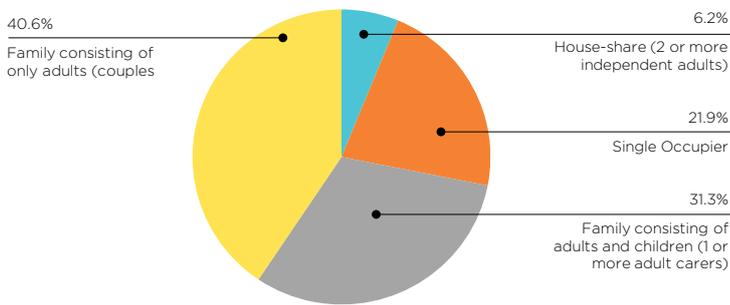


A SNAPSHOT OF FLOUR MILL RESIDENTS

HOUSEHOLD MAKE UP

Based on 64 households

- Two-thirds are adult-only households
- 40.6% are couples (with no kids)
- 21.9% single occupier
- 6.2% house share



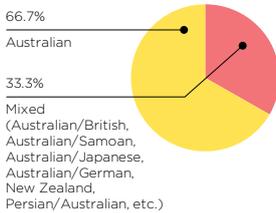
DEMOGRAPHICS

The data applies to both males and females.

Females overwhelming answered on behalf of the male in the same household.

- 30-50 years old
- Australian
- English-speaking

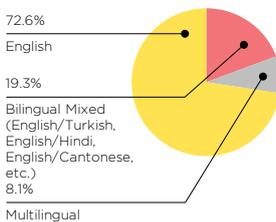
NATIONALITY



GENDER



LANGUAGE



AGE



WHAT

What type of event are you planning?

You need to consider a few logistics here:

1. Type of event

Taking into consideration WHO your event is for, what type of event do you want to create?

Food collaborations (tastings and cooking classes), creative pursuits (arts and music classes) meet & greets such as the 'Meet the Neighbour' gatherings were of high interest amongst the community**

Here are a few ideas for your event or things that you could consider incorporating into your event based on audience types:



ADULTS ONLY OR SINGLE-PERSON HOUSEHOLDS

- Food & drink tastings
- Parties and general social events
- Art workshops (painting, drawing)
- Health-oriented (exercise, health advice)
- Swap shops, donation drives, garage sale trails
- Opportunities to donate blood

KEY: Keep it light and fun. This demographic has busy lives and lots of options. They get their work/educational stimulus elsewhere and are looking for entertainment and fun.



FAMILIES

- Parties and general social events
- Child-friendly activities - kids giveaways, children's games, children's entertainer while you present your content
- Film Screenings
- Food & drink tastings

KEY: Ensure it is family-friendly. Participants in this demographic want to know their children (and their toys, noise, mess, prams, food etc) are welcome and catered for at your event.



SENIORS (51YR+)

- Film screenings
- Quiz nights
- Food & drink tastings
- Educational content
- Parties and general social events

KEY: Make sure it is accessible. You'll want to think about booking the ground floor (there is no lift) and stimulating the mind for this demographic.

2. Size / Attendance

How many people are you planning to attend? How much space do you need?

Noting the Little BIG House has a maximum standing capacity of 50 people per level (but in our experience that is very cosy so we suggest 30 as a maximum number both in terms of physical space and also the ability to make connections).

3. Format

Based on the type and size of the event, what is the format of the event - i.e. Standing? Seated? Classroom style? Grouped?

This may impact which level of the Little BIG House you will hold your event.

4. Timing

How long will the event go for? What time does it span? Depending on the timing, will you need to provide food/snacks?

The most popular times for events at LBH have been evening, 5pm - 7pm Wednesday - Friday.

*Reminder: you must allow for set up and clean up in your booking time.

5. Frequency

Is your event a one-off or a recurring event? Most new connections in 2022 were formed through smaller recurring events such as yoga, parent groups and game nights.

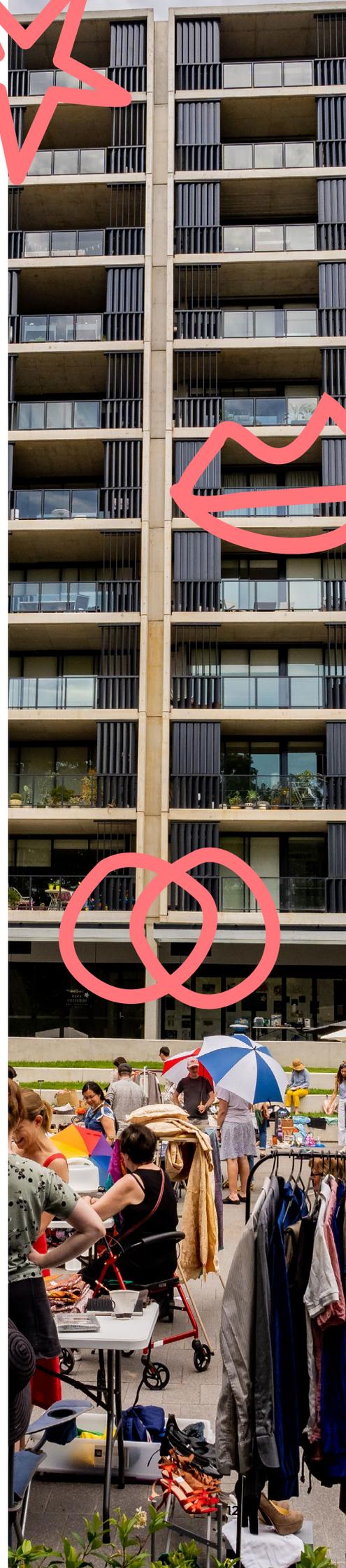
As such, we will be prioritising recurring events at the Little BIG House in 2023. It can take a couple of meetings for people to feel comfortable with each other so having a rhythm to your events supports friendship building.

6. Budget

How much money is available to cover expenses such as catering, entertainment, decorations, etc.

Will you be charging?

What is the 'sweet-spot' for paid events?



7. Experience

An event can be the first time someone meets you and experiences you, your brand and your business offering. Think about what experience you want them to have and leave feeling.

40% of the community would like to know more of their neighbours.*

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.

Try using fun icebreaker activities such as 'Find 10 things in common', 'Two truths and one lie' and 'Have you ever'.

8. Helping Hands

As a Little BIG House Host, reach out to our team or the community of volunteers currently running events at the Little BIG House. These people may be able to support you on the day of your event, as well as help you to engage with the Flour Mill community.

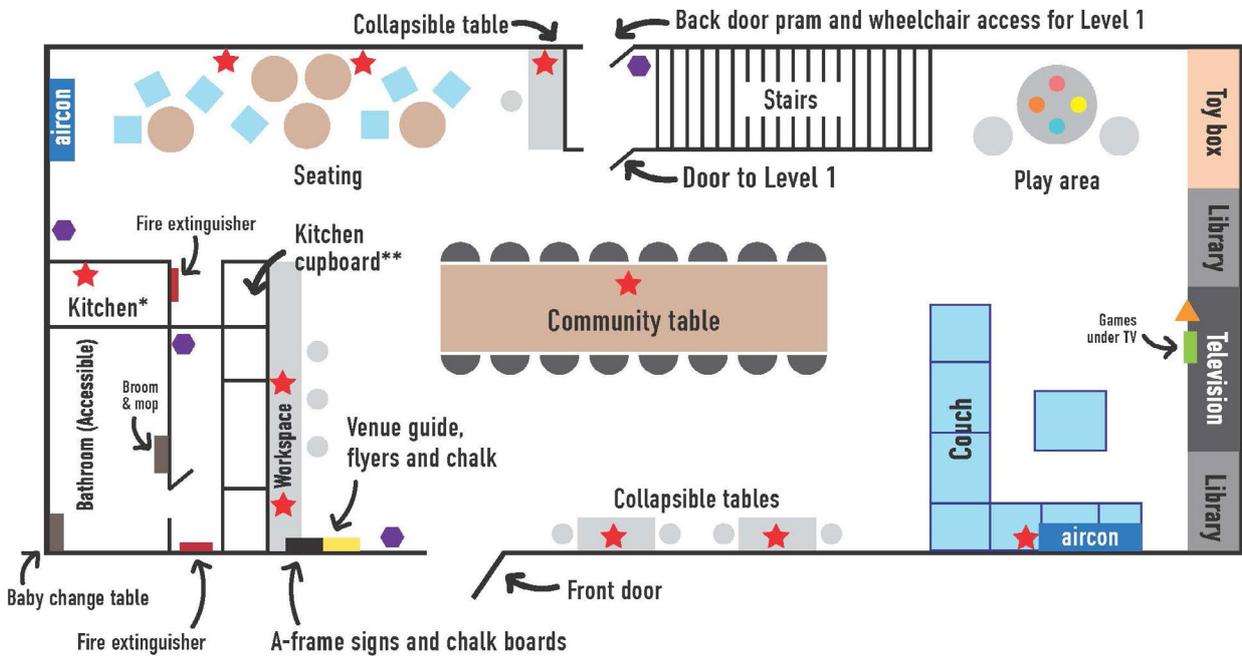
*Loneliness Research Report 2022 - Little BIG House Summer Hill

**Insights from 16% of FM tenants, surveyed in December 2022



WHERE

In this case, you have already chosen the Little BIG House to host your event. Now you have to decide in which space is your event best suited too - Ground Floor, Level 1 or Outside?



GROUND FLOOR (Not to scale)

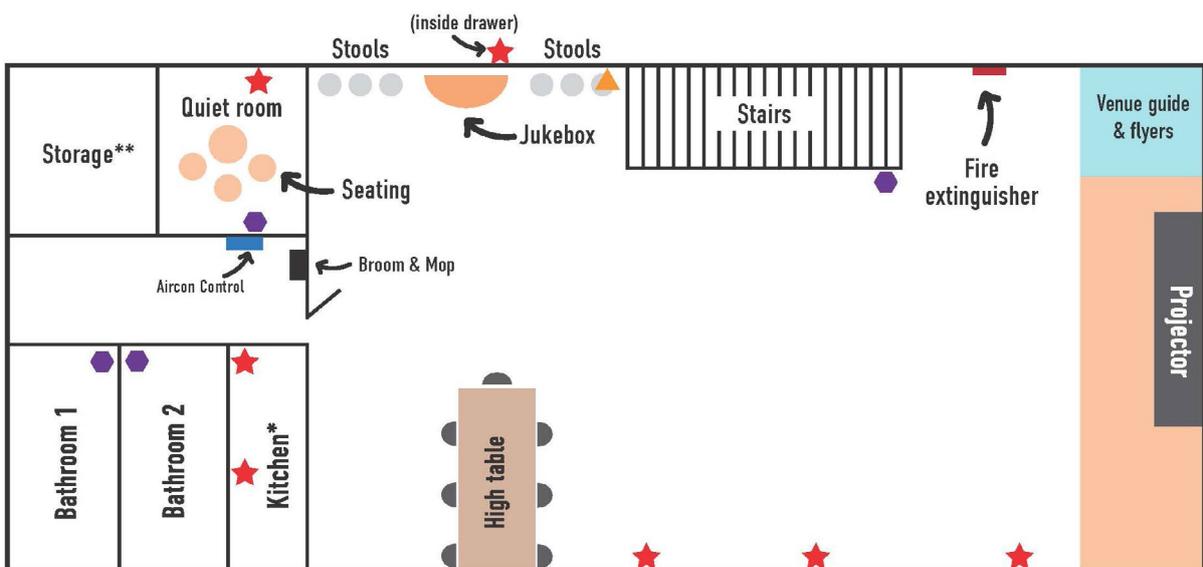
*Kitchen includes first aid, cleaning supplies, fridge, microwave, freezer, tea/coffee, plates, mugs, etc.

**Kitchen cupboard - glassware, crockery and additional cleaning supplies

★ PowerPoints

⬢ Light switch

▲ HDMI Access Point (under TV)



Level 1 (Not to scale)

*Kitchen includes cleaning supplies, fridge, microwave, freezer, tea/coffee, plates, bowls, cutlery, mugs, dishwasher, glassware, rubbish bin

**Trestle tables & whiteboard

★ PowerPoints

⬢ Light switch

▲ HDMI Access Point

PROMOTION

MESSAGING

Your message or “hook” is where you craft a compelling offer that attracts people.

Here is where you bring together your WHY, WHAT and WHO to create excitement around your upcoming event.

Be sure to share fun details about what will be happening at the event so people get a better sense of what they can expect. This helps draw in even more attendees and ensures that everyone who attends has an enjoyable time while they are there.

Effective messaging also provides important details such as location, time, cost or any other special requirements that attendees need to know in order to have a great experience.



Tip! Learn how to write compelling hooks here: bit.ly/alexcattoni



PROMOTIONAL CHANNELS

As a whole, the best marketing channels for promoting an event include:

- Your website (if applicable) first and foremost
- Email marketing - email your existing network subscribers
- Social Media platforms (e.g. Facebook, Instagram, Twitter)
- Event listing websites and directories. Try: The Inner West Council 'What's On' website, Inner West Mums website, Ella's list, Eventbrite or Hummanitix, My Community Diary, Inner West Creative Network
- Influencers and/or Collaborator partnerships
- Paid advertising (e.g. Google Ads, Meta Ads)
- Google Ads with location targeting (min. 5km target radius)
- Word of mouth and referral marketing
- Local media (e.g. newspapers, TV stations).

For hyper-local marketing (i.e. targeting the Flour Mill community specifically, consider:

- Flyers and posters in the local area, local cafe's and local businesses (where permitted)
- Connect with volunteers to help spread the word
- Connect with Flour Mill residents already attending your event to help spread the word - nothing works like word-of-mouth.
- If your event is recurring, reach out to previous attendees first through email, WhatsApp groups or alike
- Adding your event to your 'Google My Business' Profile - great for hyperlocal/"near me" search activity



Tip! The LBH can also support your marketing efforts by way of:

- Inclusion in the monthly fridge calendar which is letterbox dropped to 400 apartments
- Promotion of the LBH website, noticeboard, email newsletters and on social media channels
- Inclusion of your flyer in the Little BIG House flyer stand
- Ability to feature on the LBH Blog - draft us 300 words on your event and why it is important to the local community to be featured on the website
- Inclusion of your flyer in LBH give-away bags (when we are able)

The choice of channel will depend on factors such as the target audience, budget, and the type of event.

It is recommended to use a combination of channels for maximum exposure and impact.

REMINDER!

Please check in with the team on any deadlines for anything you need to supply (confirmation of the event, photos, event summary etc). There are now over 80 events a week so we aren't able to follow every host up individually.

COLLABORATION PARTNERSHIPS

Are there synergies between you and other Hosts or local businesses?

Collaborations and partnerships can be a powerful way to introduce you to a new audience and promote your upcoming event.

Value-exchange collaborations can help small community events by providing mutually beneficial partnerships between the event organisers and local businesses.

Here are some ideas:

- 1 Sponsorship:** Local businesses can provide financial or in-kind support in exchange for promotion and exposure at the event.
- 2 Product or service donations:** Businesses can donate products or services to be used at the event or as prizes, incentives for participants.
- 3 Cross-promotion:** Businesses and event organisers can agree to promote each other's events or services on their respective platforms.
- 4 Volunteer support:** Businesses can provide volunteers to help with event planning and execution.
- 5 Content collaboration:** Businesses and event organisers can work together to create and share content related to the event OR co-host an event.
- 6 Other host collaborations:** Is there anyone else in the Little BIG Host family that I can collaborate with and cross-promote my event to their attendees?

By leveraging these value-exchange collaborations, small community events can gain access to additional resources, increased visibility and reach, and a wider audience, helping them to be more successful and impactful.

TROUBLE-SHOOTING PROMOTIONAL ACTIVITIES

Not getting noticed? What next?

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? The Little BIG team needs to abbreviate event names to fit them on the calendar.
- 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)?
- Is it clear who the event is for?

CHANNELS

- 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

- Is there anyone in the Little BIG Volunteer and Hosts team that makes sense for me to collaborate with?
- Am I attending the host training sessions? (For content and networking)
- Am I attending the Community Information Nights and meeting new community members?

REGISTRATION MANAGEMENT

CAPTURING REGISTRATIONS

It is highly recommended you create a process and have a system to capture, track and measure registrations and attendance. The benefits include:



Building an email list

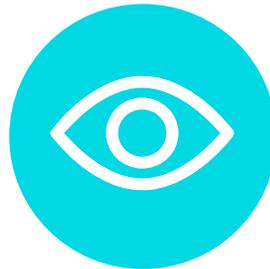
Events are a great tactic to building a database of prospective customers and future attendees!



Stay organised

Create a system for tracking the status of each registration, including payment status (if applicable) and attendance status.

On average, FREE events will experience a drop-off of 50-60% attendance.



Monitor registration numbers

Regularly monitor registration numbers to ensure that you have an accurate headcount for the event.



Keep attendees informed

Regularly communicate with attendees to keep them informed about the event, including any updates or changes. Dependant on the tool you use, you can automate email confirmations to registered attendees, including details such as event location, date, and time.



Tip! Humantix or Eventbrite are free, easy-to-use event management tools that will help you capture, track and communicate with attendees.

You can also integrate these with your email platform such as Mailchimp or download email addresses to send our reminders from your email account

Remember that these platforms are open to a wider audience so ensure you are saving 20% of places for the hyper-local audience.

CONFIRMATION COMMUNICATIONS

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!

OTHER PRE-EVENT COMMUNICATIONS

Here are some common pre-event email communication examples:

- 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 Reminders**
Regular reminders about the event, including important deadlines and information about what attendees need to know.
- 4 Pre-event survey**
An email asking attendees to provide information about their interests, preferences, or special requirements.
- 5 Agenda and schedule**
An email providing attendees with a detailed agenda and schedule for the event.
- 6 Directions and logistics**
An email with information about how to get to the event, parking, and other logistics information.
- 7 Preparation tips**
An email providing tips and suggestions on how to prepare for the event, such as what to bring, what to wear, etc.

By sending these pre-event email or SMS communications, you can help build excitement for the event, provide important information to attendees, and ensure a smooth and successful event experience.

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



**DURING:
A HOST'S ESSENTIAL
CHECKLIST TO DELIVERING THE
ULTIMATE EVENT EXPERIENCE**

Here is an essential checklist for delivering a successful event on the day, as well as a few handy tips to make sure you take full advantage of the opportunity to connect with your attendees.

ON THE DAY

VENUE SET UP

Ensure that the venue is set up according to your plans and ready for attendees.

Check the Venue Guide for anything that can or can't be moved or changed in the space.



Tip! The Little BIG House Venue Guide is your best friend! It's floating around the space in a black manila folder (usually by entrance table on the ground floor and by the stairs on Level 1)

AUDIO-VISUAL EQUIPMENT

If you are using the audio-visual equipment at the Little BIG House, test all audio-visual equipment to make sure it is working properly.

Refer to the venue guide available on each level. There will be no onsite IT support for your event so please test equipment ahead of time



SIGNAGE AND DECORATIONS

Place signs and decorations to help guide attendees and create a welcoming atmosphere.

You have access to the blackboards and A-Frame blackboard signage for your events.



Tip! If there are multiple events on, use both blackboards. Consider writing out the days schedule.



RECORDING ATTENDANCE

Set up a registration area for attendees to check in and collect any materials if required.

As part of the venue hire agreement, you will need to have all attendees fill in the LBH sign-in sheets, and provide a photo of the sheet, or leave the sheet in the draw, for the LBH team to pick up.

This enables the LBH to track progress towards the goal of 20% attendance at your event from the hyper-local area.

INTRODUCING YOUR EVENT



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.

CATERING

If applicable, ensure that food and beverages are available and set up according to your plans.

A reminder to capture dietary requirements prior to your event to cater accordingly.

There is free tea and instant coffee available in the Little BIG House.

ADDITIONAL HELPING HANDS

Depending on the size of the event, you may require additional help. Make sure that you have enough help on hand to manage registration, assist attendees, and handle any issues that may arise.

CONTINGENCY PLANS

Have a contingency plan in place in case of unexpected events, such as inclement weather or technical difficulties.

Reminder: There will be no on-site IT support on the day.

CAPTURE THE MOMENTS

Your event provides the perfect content creation opportunities - meaning photos and/or video. Create space in your agenda to capture some moments of your group interacting and having fun. It will come in handy when promoting your next event and makes for great social proof content.

The Little BIG House team would also like to receive your photos/video so they too can use them to promote your events (people like to be able to “see” your event in action).



Tip! Identify beforehand if any of your attendees do not want to be in photos/on video. Be clear on how you intend to use the content.



ASK FOR FEEDBACK

Don't shy away from the opportunity to ask for feedback.

Your attendees are present and engaged and will be more willing to give a minute of their time to provide you with feedback and testimonials you can use in future (don't forget to ask permission!)

Prepare a way to gather feedback from attendees during or after the event to help you assess its success and plan for future events.



Tip! Provide a simple feedback form at the end of the event. Or, go digital by adding a QR code on your end slides, to access a feedback form. If you don't have a platform that captures feedback such as Survey Monkey, a simple Google Forms, or a piece of paper will do the job.

PROMOTE YOUR NEXT EVENT

If you are running a series, or recurring events, make sure you promote your next event!

Your attendees are highly engaged at this point and feeling great. Give them the opportunity to register for your next event on the day or let you know (perhaps on the feedback form), if they want to know about the next one.

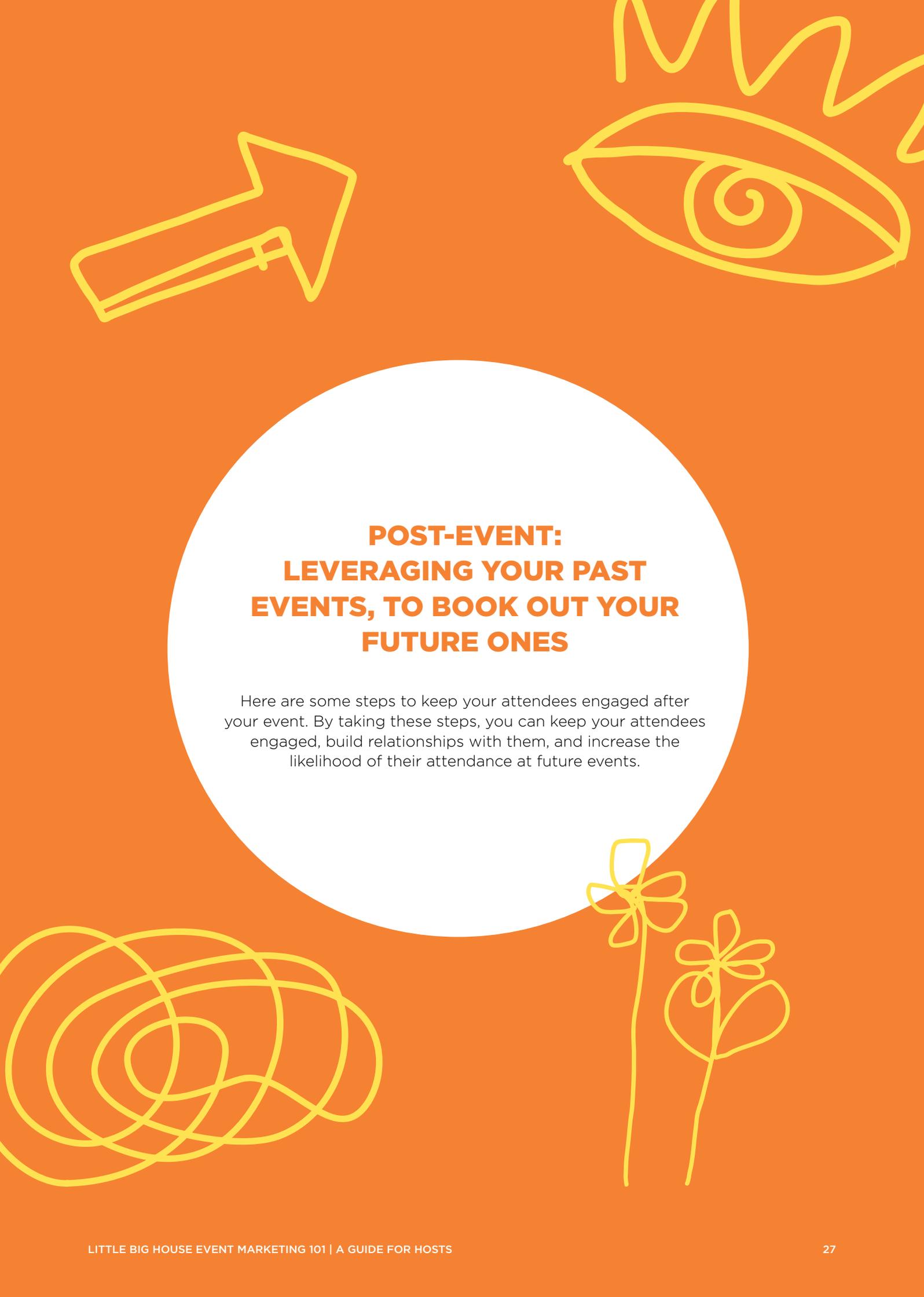
BUILD A COMMUNITY

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.



POST-EVENT: LEVERAGING YOUR PAST EVENTS, TO BOOK OUT YOUR FUTURE ONES

Here are some steps to keep your attendees engaged after your event. By taking these steps, you can keep your attendees engaged, build relationships with them, and increase the likelihood of their attendance at future events.

POST-EVENT

FOLLOWING UP

Send a follow-up email. Thank attendees for attending.

If applicable, provide attendees with additional resources or topics you discussed. It might be related to the event's topic, such as articles, whitepapers, or webinars. Or it might be personal like restaurant recommendations or podcast links. Remembering something personal and creating a genuine connection with an attendee can really make them feel valued and increase their chance of returning.

If you are a business, you can also provide attendees with exclusive content, such as a discount code or access to a private community, to keep them engaged and connected to your brand.

Email is generally the preferred communication channel, however, SMS or social DMs can be used, if this information is captured.



Tip! Ask attendees at registration what their communication preference is.

COLLECT FEEDBACK AND TESTIMONIALS

Ask for feedback and a testimonial again. Yes, I know you asked for feedback, but chances are likely that not everyone shared this with you on the day.

If your feedback is not anonymous, you can reach out only to those who did not provide you with feedback on the day.

There is no harm in asking twice. If you don't ask, you don't get!



Tip! Leave a space for a testimonial with permission to use in your marketing, in your feedback form.

SHARE PHOTOS AND VIDEOS

Remember those moments you captured on the day? Share them on your social media channels, send them to attendees via email and post on your website to keep attendees engaged and excited about future events.

Share them with the Little BIG Team so they can update your website listing with a better photo and use it to help promote your next event.



Tip! Tag attendees who follow you on social media. Chances are, they will share it with their own network, increasing your reach to new people and potential new attendees.



Tip! Tag @SummerHillLittleBIGHouse and we will re-share as well!

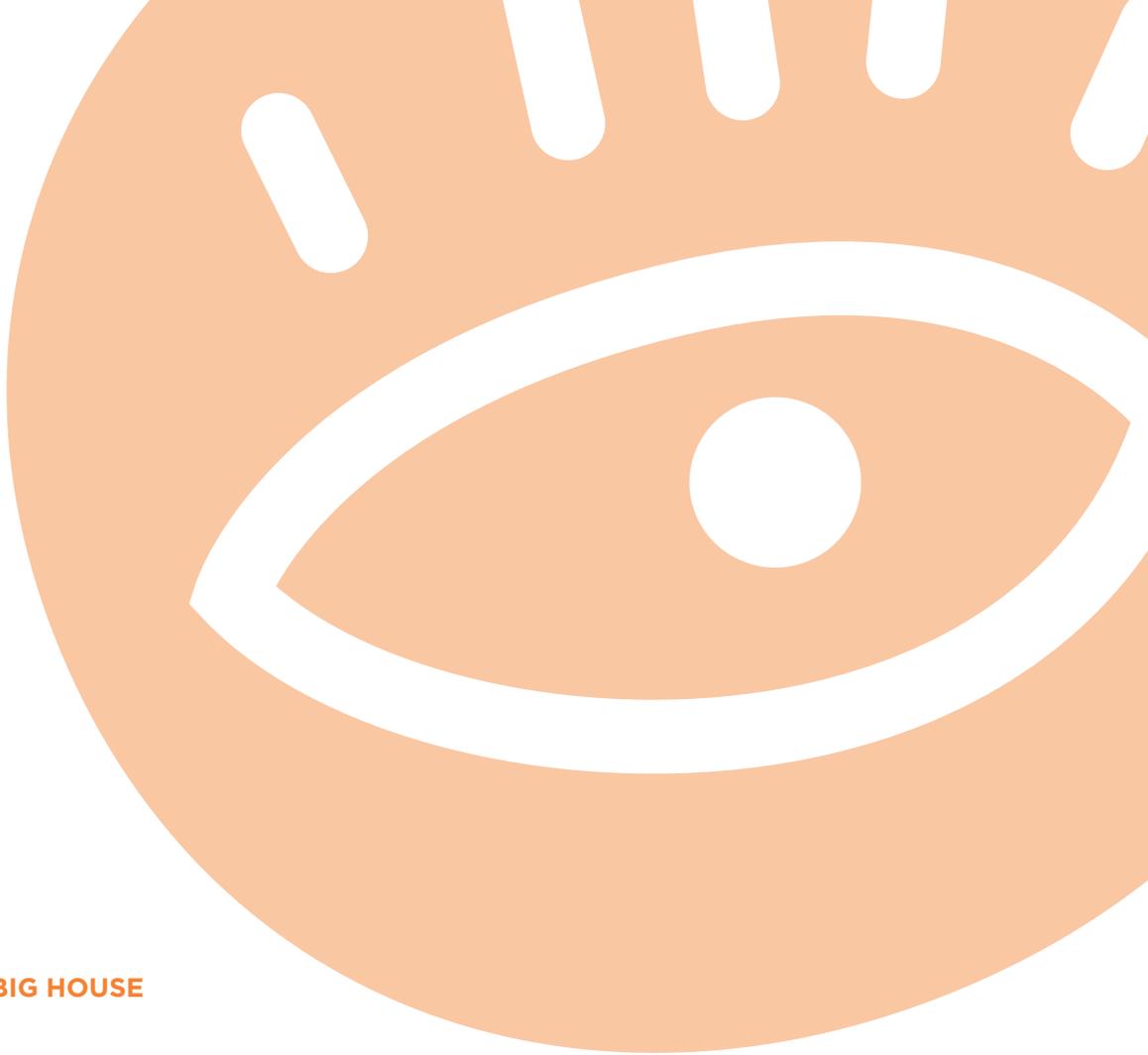
HOST A POST-EVENT WEBINAR OR CATCH UP

If you want to increase engagement, depending on the type of your event, consider offering a follow-up event, such as a webinar or Q&A session to provide attendees with additional information and a forum for discussion; or for social gatherings, other opportunities to meet up - be it in person for a coffee, give someone a call who you connected with personally or maybe online session.

PLAN FUTURE EVENTS

Reflect on the feedback, testimonials, the event and take some time to list some learnings. Use these to start planning your next event and keep attendees informed of your plans through regular updates and communications.





ABOUT THE LITTLE BIG HOUSE



LITTLE THINGS
BIG DIFFERENCE

If you haven't heard of us, we're the Little BIG Foundation, set up to tackle loneliness in Australia by developing places, programs and events for social connection. We want all Australians to live happier, healthier and kinder lives through feeling connected to their community and neighbours.

The Little BIG Foundation is on a mission to inspire joy and empower a true sense of belonging in communities by creating opportunities for neighbours to get to know each other better. Australia's loneliness epidemic is coming to a tipping point. Nearly half of Australians don't have neighbours they can call on for help. The Little BIG Foundation strives to counter loneliness with every little meaningful moment we create by fostering a deep and personal connection to community through a shared community hub, providing a program of events that bring people together and supporting social interest groups and community-led events.

Find out more: littlebigfoundation.org

ACKNOWLEDGEMENT



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



LITTLE MOMENTS, BIG SMILES

littlebigfoundation.org