Market Your Event: Engaging Attendees, Public Officials, and Media
Today’s Presenters

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Promoting Your Event - First Steps

- Set up your Drive Electric Earth Day online event page
  - Date, time, location, and event description
  - Set up the “Contacting Attendees” feature to request attendee email addresses
  - Decide if you want to ask attendees to share their EV experience or show their EV
  - Explore the features of your online event page
  - Downloadable flyer, easy to use map, charging stations nearby, road closures, parking
Marketing Tips: Promoting Your Event

- Radio, newspaper, online, or television ads
  - Reach out to local radio or television stations to propose they do a short interview with you about your event, EVs, and Drive Electric Earth Day.
- Post flyers around town
- Request to add your event to your city’s event calendar
- Add your event to a newspaper calendar
- Send info to event host to have them include EV info in their marketing

Photo Credit: Johan Verink
Marketing Tips: Promoting Your Event

● Reach out to local sustainability or environmental blogs

● Regional car event calendars

● Always send people to your Drive Electric Earth Day online event page

Photo Credit: Johan Verink

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Marketing Tips: Social Media

- **Facebook**
  - If you have a group, add an event and post enthusiastically several times
  - FB Live, before and during

- **Twitter**
  - Live tweeting

- **Instagram**
  - ‘Stories’, take videos

- **General Tips**
  - Mention interesting activities at your event other than EVs

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Marketing Tips: Paid Social Media Advertising

- Facebook advertising is an affordable way to reach more people
- $100 can reach as many as 10,000 people
- Can target your ads to people in your area, interested in electric vehicles, environmentalism, technology
- Encourage people to RSVP on your DEED event page
- Use hashtag #DEED2020
Social Media Guide

- Add #DEED2020 #DriveElectric and #LocationName to your posts
- Don’t forget to tag us @NatDriveElecWk
- Make sure your post is public
- We’ll add sample images soon or you can email Kylie Morgan
- Check out our complete social media guide for posting instructions, sample text, and links

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Marketing Tips: Media

- Press Contacts
- Template for contacting media
- Flexibility: media may need to accommodate other breaking news
- Strategies for securing media at your event
  - Focus on what makes your event unique
  - Work with local influencers
  - Connect with state and local efforts
  - Share compelling stories
- When to invite media to your event
  - 1 week before event: Send out a media advisory to local news stations
  - 1-2 days before event: Call local news outlets to remind them
  - Day of the event: Call local news outlets and send a press release (after event) of how the event went and any compelling highlights (i.e. new EV initiative announced)

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Leverage larger event you are a part of

- Work with larger event to make sure showcase is included in their marketing
  - Provide graphics and text that the event host can use
  - Create web based flyer with link and intro paragraph
  - Provide article that they can include in their membership newsletter
  - Attend or speak at a partner’s meeting
  - Create your own postcard or flyer to be sent out in emails with the general event flyer
  - Resource: Canva.com
Leverage larger event you are a part of

- Promote the full event - beyond the EV Showcase

- Include interesting event activities other than EVs

- These will also help attract EV volunteers

Photo Credit: Guy Hall

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Corporate or Workplace Events

- Leverage internal communications (human resource depts, sustainability teams, employee newsletters, internet web pages, etc)
- Check for EV owners within the firm to join event
- Gather information on company’s EV infrastructure - present and planned
- Communications should ask employees to bring driver’s license (if you’re planning a test drive event)
- Offer an EV related talk or presentation a few days before the event.

Photo Credit: Eugen Dunlap

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Marketing Tips: Day of the event

- If you’re part of a larger event, post signs about your EV display
  - Help people find your EV showcase or ride and drive at the larger event
- Provide incentives for test drives
  - Drawings, lunch vouchers, usb memory, ...
- Have volunteers walk through event telling people about EV showcase
  - Hand out postcards about EVs and your showcase

Photo Credit: Johan Verink

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Marketing Tips: Photos

- Take good event photos
  - Faraway group shots not helpful
  - Pics of cars, people looking at or driving cars, but close enough to show their face
  - Cute is good!
  - Dash Cam, FB Live a Drive, What’s your “Instant Torque Face”? 

- Using photos from DEED Media page
  - You can use photos from other events to promote your event as long as you credit the person who took the photo
Marketing Tips: Photos - Privacy

- It is good to ask permission to take someone’s picture and use it, even though it’s a public event.
- Do NOT use photos showing children’s faces unless you have a guardian’s written permission.
- Post sign: “By participating in this event, you’re giving us permission to use your photos.”
- Sierra Club has stricter policies.

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Dealer Outreach - Tips

- Share the value of the event to the dealer
  - What’s in it for them?
  - Consider it from a dealer’s perspective
    - Name visibility / recognition
    - Pop ups, banners with their name
- Ask about special incentives
- Does the dealer sell used EVs?
- Be willing to help train the “newbe” they send
- Fridays, Saturday, Sundays are critical days for dealership
- Confirm the night before and the morning of the event

Photo Credit: Johan Verink

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Marketing Tips: Post event

- Collect and save photos, data, stories
  - Important for the next event
  - Number of test drives, number of conversations, number of volunteers
  - Save signed photo releases (if any)

- Send a post-event press release
  - If media didn’t cover your event, they might still cover your event afterwards
  - Talk about how many people learned about EVs, etc.
Other Ideas

- Local elected/public officials
  - Invite local officials by attending a town hall meeting or visiting their office
  - Reach out to your local utility, police department, or a similar group

- Proclamation
  - Ask your mayor or governor to issue a proclamation declaring April 2020 as a month for EV education throughout your city or state

Photo Credit: Lourdes M. Dillard
Other Ideas

- Recognise someone or a group
- Invite EAA, PIA, Sierra Club, EV dealers - new and used, solar installers, charging companies, green groups, educational groups, car clubs, Drive Electric Earth Day national event sponsors
- Local cities cable channel announcements, and city magazine sent to every resident - ask the city to be a sponsor or give them space or a booth
  - Should be something they want to promote (green/ resource conservation/recycling program) or they can show off their new fire truck/ helicopter/ snow plow or rescue dog.
- Banner at key intersection where cars stop. (freeway access)
  - Brief message, big letters/ and if possible make date easily changeable for future events
- Auto section/ writer in your local papers/ magazines

Language that resonates

- "EVs give you more Time, Money, and Quickness" you can follow up with something like "Oh, clean air and quiet too"
- Virtually no maintenance time or cost
- If you charge at home or work, no trips to gas station
- HOV lane access

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Event Safety Tips

- Check out the safety page on the Drive Electric Earth Day website
- General Tips:
  - Create clear pedestrian pathways in areas with moving vehicles
  - Post a volunteer or staff person to monitor areas with moving vehicles
  - Make sure your event is accessible to people with disabilities
  - Provide trash cans and recycling bins
  - Collect feedback from attendees

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Resources

- Templates
- Event kits
  - Vinyl banner
  - EV Educational Materials
- Press contacts
- Social media tips
- Webinars: marketing, EV test drives, etc.
- EV owner network
- Safety tips
- Feather Flag (for new EAA chapters)
- EV Event Coordinator’s Handbook: How to Plan a Successful EAA Test Drive (EAA Members)
- Nissan LEAF contact: DriveElectricWeek.org/Resources>Nissan Sponsorship

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Next Steps

Register

● Visit the Drive Electric Earth Day website to find an event near you or register to organize one

● Sign up / join
  ○ Sierra Club
  ○ EAA - ElectricAuto.org (join or sign up on mailing list)
  ○ PIA - pluginamerica.org/take-action/
Next Steps

DriveElectricEarthDay.org

Drive Electric Earth Day Volunteer Sign-up

Thank you for your interest in volunteering for Drive Electric Earth Day. There are several ways you can help:

- **Attend An Event**: Learn about electric vehicles or drive your electric vehicle.
- **Help Organize An Event**: Offer to help plan, promote, and staff an event.
- **Register a New Event**: Tell us about an event you are organizing that isn't in our list.

Your Contact Information

First, tell us your contact information so we can look up any existing event roles you may have. You will not be signed up for anything until you specifically submit an offer. This will not add you to any mailing list. See our privacy policy below.

<table>
<thead>
<tr>
<th>First Name</th>
<th>Last Name</th>
<th>Email</th>
</tr>
</thead>
</table>

Submit

Where you interested in volunteering?

- **Country**
- **State**
- **City**

Search

Nearest Events

Here is information on the 5 events nearest you. You can RSVP to attend or offer to help organize any of these events. You can also use the event map or the event list to see all events.

1. **Claremont, CA**
   - **Event**: Memorial Park
   - **Date**: Apr 18, 2020
   - **Attend or Volunteer**

2. **Thousand Oaks, CA**
   - **Event**: Senior Services Library
   - **Date**: Apr 11, 2020
   - **Attend or Volunteer**

Register An Event You Are Organizing

If you are organizing an event that’s not listed on our site, use the button below to register it.

Register To Organize A New Event
Questions?

- Email Kylie Morgan at kmorgan@pluginamerica.org with questions regarding Drive Electric Earth Day or National Drive Electric Week

- For EVent Coordinator’s Handbook or EV Educator, go to ElectricAuto.org or contact Guy Hall at Guy.Hall@SacEV.org