Marketing Your Event to the Media and Public Officials
Sept 26 - Oct 4, 2020

driveelectricweek.com
Organizing a 2020 Electric Vehicle Event: In-Person or Virtual

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Sept 26 - Oct 4, 2020
Set up your National Drive Electric Week online event page
  - Date, time, location, and event description
  - COVID-19 safety precautions
  - 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 - General

- Partner with local businesses
- Promote a preview of your event
- Encourage friends and family to post
- Post flyers around town
- Radio, newspaper, online, or television ads
- Request to add your event to your city’s event calendar or other local calendars
- Focus on what makes your event unique
Marketing Tips - General

- Thoughtful promotion
  - Don’t assume everyone can afford an EV right now
  - Consider highlighting EV programs that target low-income populations in your community
  - Center messages around clean air, environmental, and cost-saving benefits of EVs
- Seek to reach the EV curious / general public
Interest in battery electric vehicles (BEVs) would likely rise if fossil fuel prices increased significantly.

Lower emissions, as well as lower operating costs, are the primary reasons consumers consider hybrids or BEVs.

Consumers in Canada and the United States are not willing to pay very much extra for an EV.

Expectations regarding the acceptable range of a BEV are quite significant, even though daily transportation requirements are modest by comparison.

In addition, a significant proportion of consumers are willing to wait at least 30 minutes to fully charge a BEV.

Source: 2020 Global Automotive Consumer Study: North America by Deloitte
Marketing On Social Media

- Facebook/Twitter/Instagram
  - Live tweeting or stories
- Add captions to videos
- Ask questions in text copy
- Deliver message within five seconds
- Mixed-format marketing = better results
- Experiment with bite-sized, fast-paced narratives
  - Tool: Adobe Spark
- General Tips
  - Add #NDEW2020 #DriveElectric and #LocationName to your posts
  - Don’t forget to tag us @DriveElecEvents
  - Check out our complete social media guide for posting instructions, sample text, and links
Paid Marketing On Social Media

- Facebook/Twitter 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 NDEW event page
- Use hashtag #NDEW2020
Marketing Tips - Workplace Events

- Leverage internal communications
- Check for EV owners within the company to join event
- Gather information on company’s EV infrastructure - present and planned
- Offer an EV related talk or presentation a few days before the event.
Marketing Tips - Photos

- Take good event photos
  - Avoid faraway group shots
  - Cars and smiling faces
  - Dash Cam, FB Live a Drive, What’s your “Instant Torque Face”?
  - Photos with speakers/attendees next to their EV
  - Create a badge speakers/attendees can add to their social media when they RSVP

- Using photos from NDEW 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 and Privacy

- Always ask permission
- 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
Guest Speaker and Sponsor Thank You

Dory Larsen
EV Program Coordinator
Southern Alliance for Clean Energy
dory@cleanenergy.org

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Guest Speaker - Dory Larsen

- Ask your city/local green group/EV club to partner with you
  - Allows you to tap their network
  - Allows elected officials to participate in an ‘official way’
- Social media
  - Make ‘sample posts, tweets’ so partners can easily share
  - Make partners co-hosts on FB event
- Earned media
  - Send B-roll video or images they can use

Photo Credit: Joshua Houdek
Guest Speaker - Dory Larsen

- **In-person events**
  - Volunteers - specific tasks / list of images to capture
  - Point person for elected officials with a speaking role
  - Point person for media / interview prep

- **Virtual events**
  - Platform can accommodate the total # of registrants
  - Break the event up into digestible chunks
  - Offer partners / public officials speaking time
  - Offer enough time for Q & A
    - Have a list of questions ready
  - Follow up with an email thanking folks for participating and offering to answer additional questions
Engaging with the Media

- Press Contacts
- Template for contacting media
- 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)

Photo Credit: Wrensey Gill, Vice President Evolve KY
Public Official Outreach

- 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 Sept 26-Oct 4, 2020 as a week for EV education throughout your city or state

Photo Credit: Bob Kanauer
Resources

● Social Media Guide
  ○ Sample posts, hashtags, and more

● NDEW Resources
  ○ EV 101 template slide deck
  ○ Online conferencing platforms
  ○ Coming soon...Zoom background images
  ○ Logos
    ■ NDEW logo with new Nissan LEAF logo coming soon

● Other
  ○ Adobe Spark
  ○ Canva.com
  ○ Template presentations from the Electric Auto Association
Q&A

How can we help you with online events?

Email Us

- kmorgan@pluginamerica.org
- hello@electricauto.org
- dory@cleanenergy.org
Next Steps

- Host a virtual event
- Connect with Electric Auto Association chapters at electricauto.org

Instagram @NationalDriveElectricEvents
Twitter @DriveElecEvents
Facebook @DriveElecEvents