

Marketing Your Event to the Media and Public Officials

Sept 26 - Oct 4, 2020



driveelectricweek.com



PRESENTED BY:



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

**Plug In
America**

Kylie Morgan
Assistant Program Manager



**Electric Auto
Association**

April Bolduc
President



Promoting Your Event - First Steps

- 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



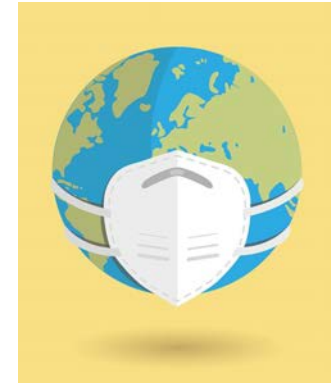
Marketing Tips - General

- 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

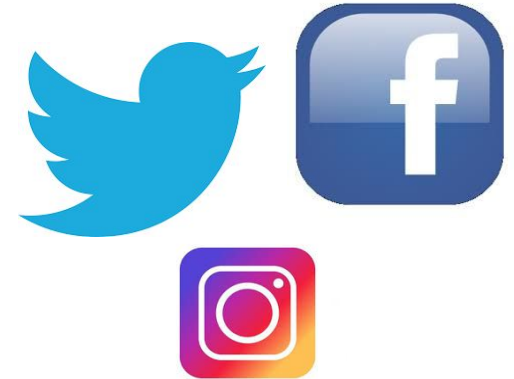


Marketing Tips - Know Your Audience

- 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

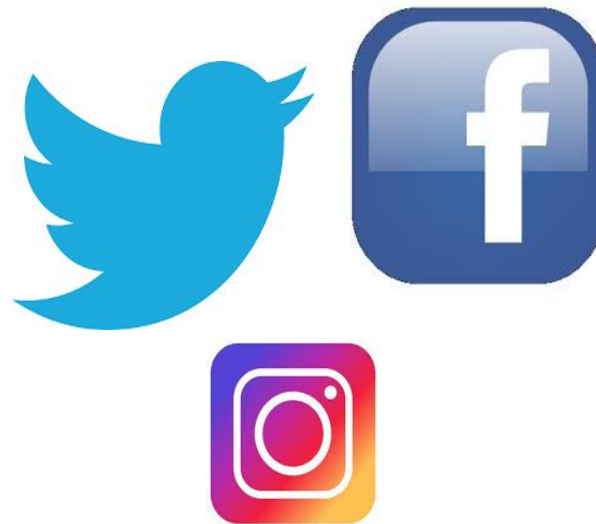
Marketing On Social Media

- 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



Photo Credit: Sharilyn Fairweather - Flathead Electric Cooperative, Inc.

- 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



Photo Credit: Corey Burns

- 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

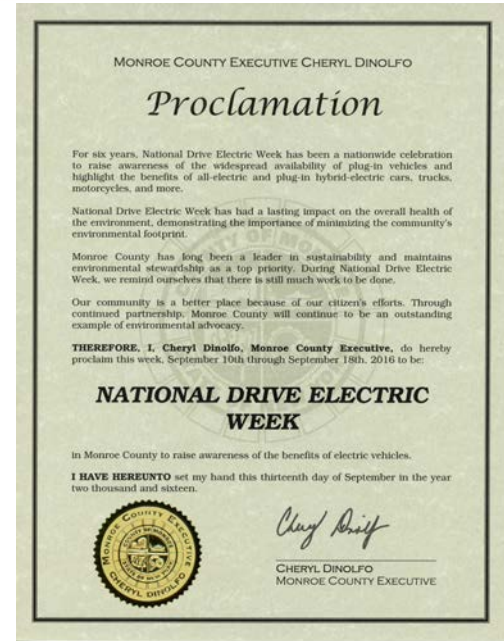


Photo Credit: Bob Kanauer

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

Next Steps

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

Instagram

[@NationalDriveElectricEvents](https://www.instagram.com/NationalDriveElectricEvents)

Twitter [@DriveElecEvents](https://twitter.com/DriveElecEvents)

Facebook [@DriveElecEvents](https://www.facebook.com/DriveElecEvents)