

EVENT MARKETING FORM

KELOWNA

Okanagan Valley, BC



Event Marketing Form

Name of Event: _____

Date of Event: Start _____ End _____

Tourism Kelowna Events Calendar

The Events Calendar is one of the most popular pages on the Tourism Kelowna website and is often used throughout the region for social media. It is important that you ensure your event is included.

NOTE: LISTINGS WITH PHOTOS GET MORE ENGAGEMENT AND YOU CAN LOAD UP TO EIGHT PHOTOS WITH YOUR EVENT.

CLICK HERE to Submit Event on Tourism Kelowna Events Calendar

1. Your Event's Social Media Account(s)/Handle(s)

1.  Facebook _____
2.  Twitter _____
3.  Instagram _____
4.  YouTube _____

2. Your Event Hashtag(s)

- a. # _____
- b. # _____
- c. # _____

3. Handles of ambassadors, celebrities, or other high profile accounts associated with your event.

When applicable, these handles may provide us with additional opportunities to promote your event, via their activities.

Social Media Channel _____	Handle _____
Social Media Channel _____	Handle _____
Social Media Channel _____	Handle _____

Event Timing

1. Announcing your event

- a. What date will you be announcing your event? _____
- b. What platforms will you be announcing your event on? _____
- c. Tourism Kelowna will provide social media support a minimum of once to amplify your announcement:

ANNOUNCEMENT DATE: _____

2. Pushing your event

- a. Are you selling tickets for your event? If yes, when does registration begin?

REGISTRATION DATE: _____

- b. Tourism Kelowna will provide social media support a minimum of once to amplify your activities.

PUSH DATE: _____

3. During event

Once we know your social media accounts, hashtags, and critical dates, we will be aware of online activity that surrounds your event. Our Visitor Services staff constantly monitor our channels and look for opportunities to welcome, engage, answer questions, and assist your participants with Kelowna-related information. Knowing the above information will provide our team with valuable information to best support your event.

#askKelowna

#exploreKelowna

Please encourage your participants, spectators, or followers to use **#askKelowna** if they have questions about Kelowna!

When **#askKelowna** is used, our social media team tracks and responds to the question, giving your participant personal and friendly insight into our great destination!

Please also include **#exploreKelowna** in all posts referencing your Kelowna event.

Visitor Services Support

Outside of marketing assistance, our Visitor Services team can also provide terrific assistance for your event. Please find below a list of support requests that our Visitor Services team can review for your event.

1. Would you like a Mobile Visitor Centre at your event?

A great addition to your event, our Mobile Visitor Centre can be set up on site. There, our staff, or trained volunteers, can provide information on Kelowna and the event itself. We can hand out event information, visitor guides, provided swag, or anything else that can take your event to the next level.

Yes, please coordinate a Mobile Visitor Centre at my event

No thanks, I don't need a Mobile Visitor Centre at my event

2. Discounts on Merchandise

Do you need merchandise for welcome bags, VIPs, or prizes? Our Visitor Services sell tons of local products. From key chains, to local cookbooks and artisan products, we have a wide variety of options to buy from. Enjoy a 20% discount on all products when buying for your event.

For a complete list of products that are in stock, please visit the Tourism Kelowna Visitor Centre or contact:

Chris Lewis, Visitor Sales & Services Manager
chris@tourismkelowna.com | 250-861-1515 ext 207

3. Ticket Sales

Selling tickets for your event? Tourism Kelowna can help sell physical or digital tickets. We use our reach through social media and our centrally located Visitor Centre to increase ticket sales for your event. Please note that Tourism Kelowna does take \$4 or 10% of the ticket price as a service charge (whichever is lower).

Yes, I would like Tourism Kelowna to sell tickets for my event

4. Welcome Packages

Want to impress your participants with welcome bags? Tourism Kelowna can provide bags and destination information for you to include in your welcome packages. Destination information includes Visitor Guides, Farm to Table Guides, and Wine Trail Guides.

Yes, I would like to request Tourism Kelowna Welcome Packages

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