



MEMBER RESOURCES

How to create effective event listings

One of your membership perks with Regional Arts Victoria is the ability to [list your own events](#) on our website – as well as receiving shout outs on social media (we're on [Facebook](#) and [Twitter](#)) and in our monthly [e-news](#).

There are also a number of [online event directories](#) like ArtsAtlas and ArtsHub where you can list events for free or for a small fee. These sites are a great way to get your event online, but like everything there's a skill to writing compelling event listings that ensure you get good crowds.

Get the facts straight

The most important information is the what, where, when, who and how much.

The title of your event is the first thing people will see, and if it's not clear or interesting enough they may not go any further. Keep the title short, snappy and to the point.

Make sure you clearly include times and dates, venues (including [maps](#) or directions if it's an uncommon place), who is organising, sponsoring or hosting the event, and if there is an entry fee.

Keep the description simple and engaging

Attention spans on the internet are short, so be sure to keep the event copy concise. Expand on the basic details (who, where, when, etc) and include any other relevant information.

It helps audiences to get excited about an event when they know its context – for example, you might like to mention if the event is part of a larger project or series; if there are connections to other artists, organisations or government bodies; if it's a particularly special occasion and why; and what attendees can expect when they arrive.

Consistency is everything

You don't need to enlist a professional writer or editor to create your event copy, but if you're not too confident in your abilities, the main thing is consistency. This applies to the tone, style and grammatical conventions you use. If you are copy and pasting information from one place and writing in the rest, make sure it all reads smoothly and in the same voice.

If you are referring to exhibitions or multiple works and artists, keep to a rule when formatting – for instance, only use italics for the title of the work and keep the rest of the text normal. These might seem like minor details, but they help the reader to understand and differentiate pieces of important information.

Use images

Everything online is better with images! Use pictures or photos that are high quality (clear focus and subject, enough light), relevant (newer is better) and adhere to the website's image size requirements. For Regional Arts Victoria event listings, we need landscape images (wider than they are high) that are preferably 550(w) by 375(h) pixels. You can [resize images](#) to fit these guidelines.

Share widely

Once your event is up, make sure you let people know about it. Use your social media accounts, link to it from your website, as well as including the URL of the event listing with any email correspondence.

Good luck and have fun!