



Promotion Event Guidelines for the Haywood Tourism Development Authority

The Haywood County Tourism Development Authority (HCTDA) is honored to have the opportunity to participate and assist with a variety of local events and festivals that contribute to the overall tourism of the area. Any event or festival that has the potential of generating overnight accommodation stays and contributes to the county's tourism development is eligible for FREE promotional assistance from the HCTDA. The HCTDA staff specializes in marketing, video promotions and public relations, which they can provide this assistance to your event for no additional charge. However, because the staff is asked to help with so many events throughout the year, there are a few guidelines and tools that you can use to help make the process more effective. Below is an outline of what the HCTDA can do to help you along with guidelines:

- **HCTDA Event Calendar** – This free tool is one of the first routes of free promotion we suggest for all events. Go to <http://visitncsmokies.com/calendar/> and click the green button that says “Post Your Event”. After completing the form and including a photo for your event, click “Submit Your Event”. The event will be sent to the HCTDA staff for approval and if approved, it will be added to the calendar. The approval process checks the content of the event to make sure everything is correct and to make sure it is a tourism-related event. The HCTDA also uses their calendar to include events in the annual travel planner and submit events to other widespread calendars like Visit NC. Listing your event can greatly increase your exposure to the traveling public.
- **Event Planning Committees** – The HCTDA staff is more than happy to attend your initial event-planning meeting to provide their input and suggestions on how to market and promote your event. Because they are often asked to sit in on various planning committees, please keep in mind that their involvement is to help advise the committee and provide promotional and marketing assistance through the outlets mentioned in these guidelines. If a staff member is able to provide additional assistance or attend more meetings, that will be at their own discretion. If you would like to invite staff to attend a meeting, please contact the HCTDA via phone (828) 452-0152 or email info@visitncsmokies.com. Because the staff is often involved with various projects and committees at any given time, please try to notify them of the meeting **at least two weeks prior** to the meeting date.
- **Press Releases and Media Assistance** – The HCTDA has access to a large database of media contacts that include local, regional, state and national outlets. The HCTDA is happy to meet with your committee to figure out the best outlets to target and will send a press release(s) on your behalf to promote your event or festival. We also have the ability to run a media report at your request for your event. This will help you find where you received media coverage and

gained additional advertising value through that coverage. The HCTDA can also help you create or edit your press release as needed. If a media outlet contacts you about scheduling a press trip for your event and you would like assistance with their inquiry, the HCTDA is also happy to assist you with the planning and execution.

- **Video Marketing** – The HCTDA is fortunate to have a very talented video marketing manager on staff who specializes in promotional videos. If you are planning an event and would like to discuss the possibility of creating a promotional video to promote your event, please contact becky@visitncsmokies.com. The video will be property of the HCTDA, which means in addition to your event logo, it will also include the HCTDA logo and will be available through our YouTube channel, which will allow you to access and use the video year-round for promotion.
- **Social Media & Blog** – The HCTDA is active throughout many social media platforms including Facebook, Twitter, Instagram, Pinterest, Google+ and YouTube. Their social media content calendar is planned well in advance and promotion of upcoming events is a very big part of the content calendar. If your event is already included on our calendar of events, you will be promoted automatically. If you would like to receive additional promotion through social media, please provide us with photos and topics you would like promoted on social media. You can email this to info@visitncsmokies.com. We also run a weekly blog on www.visitncsmokies.com where we often cover upcoming events. If you would like to contribute a guest blog to promote your event or festival, contact anna@visitncsmokies.com
- **Complimentary Travel Planners** – The HCTDA offers complimentary Travel Planners to all Haywood County events and festivals if they want to use them for promotional purposes. If you would like to reserve planners for your event, please contact the HCTDA **at least two weeks prior** to your pick-up date with the requested number of planners needed so we can make sure we have them in stock. You will be responsible for the distribution of the planners once you pick them up. We also offer a variety of other local travel information, so if you are looking for something specific, let us know so we can help you find it.

If you have any additional questions or concerns about these guidelines and tools, please don't hesitate to contact us. We are here to help you create a fun and successful event and look forward to working with you!