East Gippsland Shire Council

Event Management Toolkit

WEBSITES WHERE YOU CAN LIST YOUR EVENT FOR FREE

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1. AUSTRALIAN TOURISM DATA WAREHOUSE ATDW is Australia's national database of tourism information, compiled in a certain format forautomatic distribution through other websites like visitnsw.com.

Event listings are distributed on up to 60 websites, including Tourism Australia and state and regional tourism websites. Find instructions and tips on posting here. **You must have at least one high resolution image is required (2048 x 1536 pixels) for a listing.**

www.atdw.com.au/listing-with-atdw/

2. FACEBOOK

Create a Facebook page for your event and a Facebook event. When you create the Facebook event, be sure to include the location. This will helpFacebook promote your event to people who are nearby.

Invite your contacts to the event. Ask your sponsors, stakeholders, suppliers, volunteers, stallholders, etc. to share your Facebook event.

Search for Facebook groups that are local and those that are based in the regions of your attendees (where your target markets live) based oninterests that are relevant to the event. Join the groups as your page, then post an announcement about the event on the group page.

Alternatively, but likely to have less success, contact the admin of the group without joining, and ask if they could please post about the event or share your Facebook event link on the group page.

You can also use paid Facebook advertising to boost your event post, so it shows up on the Newsfeeds of those who fit the event's demographic and geographic profiles for target markets.

3. EVENTFINDA

EventFinda claims to be the biggest and most comprehensive event database in Australia. The site has 450,000 website visitors, and provides the ABC & Triple J with content related to upcoming events. Eventfinda listings are also exported automatically to the Australian Tourism Data Warehouse (ATDW).

Basic listings are comprehensive and free with photos and links. Featured listings, which start from $65 connect your event to over 160,000 newsletter subscribers.

4. EVERI

An image of less than 2MB is needed for a listing on Everi.

5. EVENTBRITE

It's free for organizers to list their events on Eventbrite if their event is free to attend.

6. LOCAL TICKETS

Local Tickets is an Australian event ticketing website that feeds a pile of local event ticket websites such as CoffsHarbourTickets.com.au and FraserCoastTickets.com.au. It's free for organizers to list their events if their event is free to attend.

7. SITES UNIQUE TO YOUR REGION AND THEME

Search in your local and target regions and by the event's theme to find local events pages for your town, region, or by theme, such as music concerts.

Your Council or local tourism website likely has a What's On page that you could submit your event to. Check to see if your local media has free community event listings and announcements.

This list of websites organized by state will get you started, though quite a few of the websites are for events in the capital cities.

Below is a list of local event listing:
- Visit East Gippsland
    - pulls event information from ATDW
- Visit Gippsland
    - Pulls information from ATDW as well as online ticketing platforms such as Trybooking
- Visitor Information Centre weekly What's On report
    - This is emailed out directly to registered email address, with hard copies available in the

centres. To be listed email visitorservices@egipps.vic.gov.au

- [Get Outside East Gippy](#)
    - Private website to promote what to do in East Gippsland
- [East Vic Events](#)
    - Managed by East Gippsland Newspaper

PARTNERS' SITES

Remember to approach your event's sponsors and stakeholders such as local businesses who benefit from your event's visitors to ask them to list yourevent on their website and to talk about it in their social media