

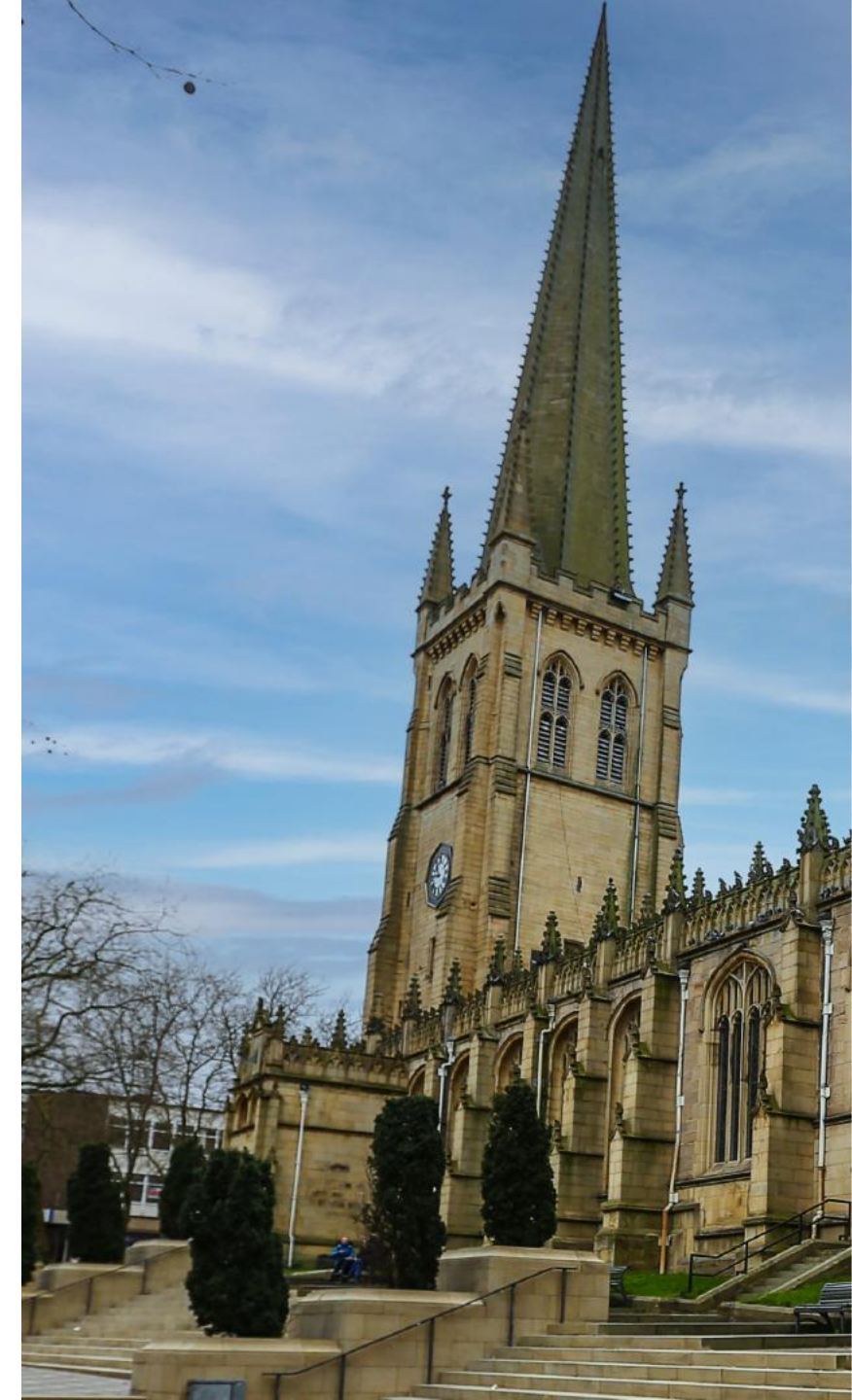
How to Promote Your Heritage Open Days Activity on Experience Wakefield

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wakefieldcouncil



A photograph of Wakefield Cathedral, a large Gothic-style stone building with a very tall, pointed spire. The cathedral is set against a blue sky with some clouds. In the foreground, there are some green bushes and a set of stone steps leading up to the entrance.

WAKEFIELD COUNCIL TOURISM TEAM

Work with the tourism & hospitality sector to grow the district's visitor economy...

- Delivery of Wakefield District Destination Management Plan
- Increase visitor spend & overnight stays
- Targeted Destination Marketing
- Business Support
- Work with West Yorkshire Local Visitor Economy Partnership (WYLVEP) to deliver growth in WY

VISITOR AUDIENCES

Families	- Families with young & school-aged children from within West Yorkshire and beyond. - Day trips & short breaks important. - Town & city breaks – but also attracted to active outdoors. - Family-friendly activities: entertainment, culture & events. - Cost/value important but willing to spend on treats.	- Will spend on activities to keep children happy. - May convert from a day visit to overnight given enough to do. - Active on social media – easy to reach; engage as advocates
Culture Seekers	- Typically, 50+ and travelling without children. Predominantly English/UK & some international. - Town & countryside breaks. - Enthusied by arts & culture: both internationally important venues & contemporary local scene (incl. local artisans, creative & craft workshops). - Heritage, landscapes & gentle outdoors. - Quality independent hospitality.	- Take numerous breaks. - Will stay overnight in order to explore. - Propensity to spend if the quality is right. - Will visit outside of peak times.
Experience Seekers	- Typically, below 40 and travelling without children. Predominantly English/UK and some international. - City breaks plus active outdoors. ‘Only here’ experiences – arts & culture, events, hands-on learning. - Trips packed with activities – daytime & evening. - Quality, varied & safe night-time offer. - Public transport & digital connectivity.	- Frequent travellers who spend on unique experiences – incl. quirky accommodation. - Active on social media – advocacy & user-generated content (UGC) - Actively support local independent businesses. - Champions for sustainability & inclusivity.



CASTLEFORD

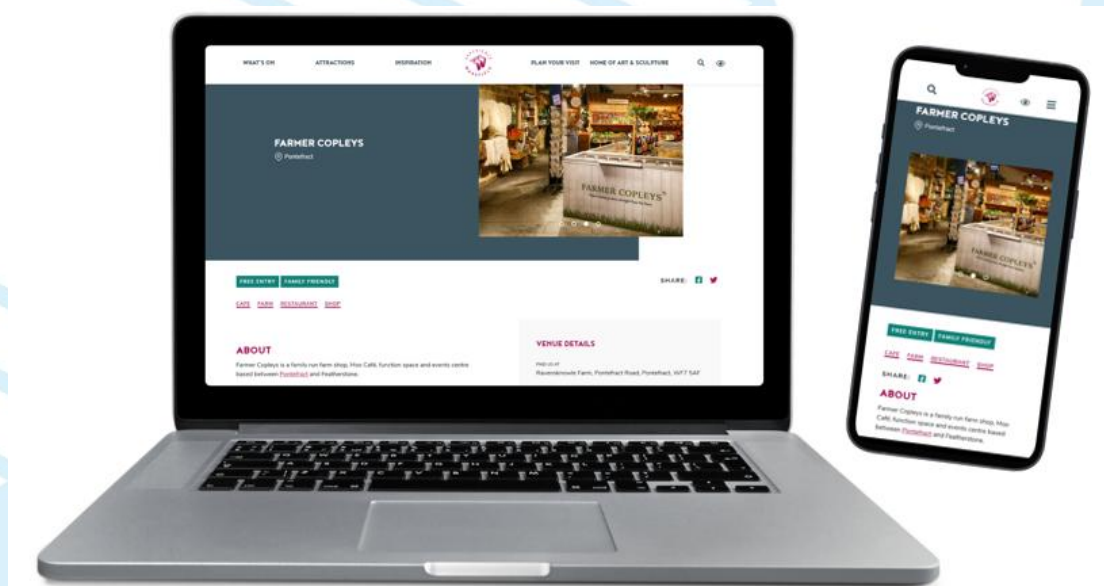
STONEGROUND

FLOUR



EXPERIENCE WAKEFIELD

Wakefield Council's official tourism website.
www.ExperienceWakefield.co.uk



Events, attractions, food and drink, shopping,
accommodation, digital guides,
business resources and more...



WHY LIST YOUR EVENT?

Experience Wakefield gets **more than half a million visitors every year**, from the UK and beyond.

The website listings are the main hub for information about what's on in the Wakefield district.

We use the events and venues that are submitted to the website to inform all of our marketing!





WHAT HAPPENS NEXT?

Once your event (or venue) is listed on the website, we can start to **promote** it.

We have a range of channels – both on and offline

Remember, all the promotion we provide is **completely FREE** to you.



PROMOTION CHANNELS

- **Experience Wakefield e-news:** we publish our e-newsletter on the **first of every month**. This has a subscriber database of more than **6,000**. We also publish themed or seasonal e-newsletters (for example, we'll be sending a special Heritage Open Days newsletter **on 11th August!**).
- **Your District:** Experience Wakefield has a slot in Wakefield Council's e-newsletter, which goes out weekly to **17,000 Wakefield district residents**.
- **Social advertising:** we run paid advertising for select seasonal campaigns. Recently this included our Spring Destination Highlights campaign, and our Nightlife campaign.



- **Website guides:** we publish regular, themed digital guides on Experience Wakefield (eg, Free Days Out or Top Heritage Attraction). Popular seasonal guides (like our Summer Highlights guide) receive paid social promotion.
- **Social channels:** we post daily from our social channels, Facebook and Instagram. We aim to programme social 2 weeks out for scheduled posts, so please bear this in mind.
- **Distribution to schools:** we send selected digital guides and planners to a network of **over 100** local schools, which are then shared through their own newsletters
- **Business Channels:** We have LinkedIn and a separate Facebook channel specifically for business (“B2B”) communications as well as business newsletter.



- **Google advertising:** like our paid social campaigns, we also run select, seasonal paid Google advertising. We run both keyword ads (linked to search terms like “things to do near me”) and display ads (using attractive, engaging images to catch audience attention).
- **WY Tourism guides:** we produce seasonal website guides in collaboration with our West Yorkshire partners. These guides are published across all the West Yorkshire tourism websites (Visit Bradford, Visit Leeds, Visit Calderdale etc).
- **Print advertising:** to reach visitor audiences our campaigns include advertorial bookings with lifestyle magazines such as Yorkshire Life, Living North, Yorkshire Post Magazine etc.
- **Wakefield Visitor Guide:** a yearly publication distributed nationally, including to the Tourist Information network (including the London CIC) and targeted distribution, including transport hubs and visitor attractions.



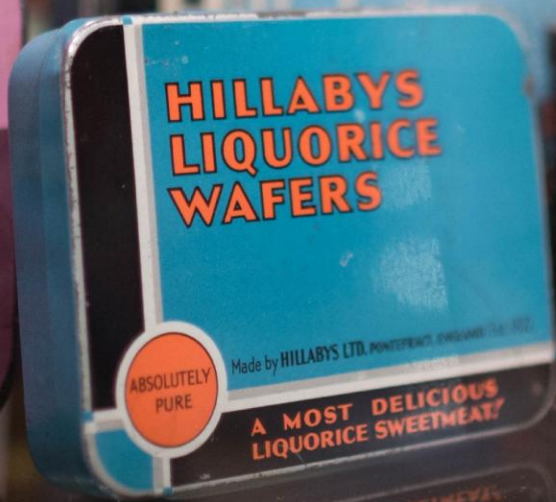


SOUNDS GREAT! HOW CAN I GET LISTED?

It's easy! We've created a simple form for you to fill in, located at:

ExperienceWakefield.co.uk/submit-your-event

Read on to find some top tips on how to create your event listing...





- **Images:** We need a **landscape** photograph with **no text and no logos**. Audiences are more likely to click on events that include a photograph of the event itself (e.g. an performance image, an artwork on display, or audience members participating in a workshop or tour etc).
- Our website will automatically resize and crop images for different uses around the site (e.g. in thumbnail images), which is why it's important not to use text or logos – the images can crop in unexpected ways!
- **Titles:** Make your title **short and engaging**. **Do not** include location, price, or age information. Audiences will find this out when they click through. The idea of the title is to grab your audience and make them want to click!
- **Copy:** Once you've enticed your audience with a catchy title, here is where you can really describe the event to make them want to attend, as well as including important things they need to know.
- **Explain what the event is about** – what will happen at the event, and what makes this exciting or unique. Imagine you know nothing about the event – what would you want to know?



- **Remember not to overload with jargon!** Not everyone will have the same knowledge you do, so it's best to use language everyone can understand.

Logistics are important. Visitors need to know where an event is taking place, is it drop-in or bookable? Free or cost, any age restriction?

- **Accessibility:** lack of information is a huge barrier, be sure to include any special provision or things to be aware of such as BSL interpretation, quiet sessions, uneven ground.

For workshops, are all the materials included? Do they need to bring anything or wear something specific (e.g. sensible shoes for walks, old clothes for art workshops etc.) or need to have any skill or prior knowledge?

Describe who is running the event if it is someone notable. Don't just include their name, explain who they are, or what is notable about them.



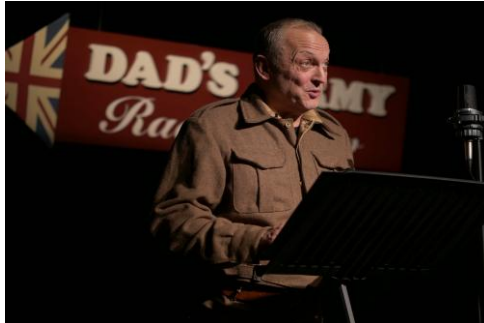
- **Do not** use words like “we” “us” or “our”. This is ideal for your own website, but on a third-party website like Experience Wakefield, it will cause confusion for your audience: **it sounds like Experience Wakefield is running your event!**
- **The more you can write the better:** the longer the description, the more Google and other search engines will promote it in their search results. You have up to 5,000 characters (roughly 900 words!) so don't be shy! We're also writing for AI to discover these days too!
- **Break up big chunks of text** with line breaks / paragraphs.
- **General tip:** upload your event as soon as you are able! When we plan and deliver campaigns we work weeks and months in advance – so the sooner we know about something, the better. Details can be added at a later date – you can email us when you know more about your event, and we'll update your listing – and a general overview is better than nothing.
- **The more we know about, the more we can help you to promote your event!**

Examples: images

Right



Venue images are great!



Show audiences what to expect.



Images with people help audiences to imagine themselves in the experience.



Don't be afraid to use stock images if you don't have any imagery of your own!

Wrong



This is a lovely image, but it is portrait – the website will automatically crop it, and so the venue might not even be visible!



Again, this image is fine for a poster, but when it's cropped, the logo and/or text can be cut in unexpected ways. Additionally, the image is not exciting to the audience! It doesn't tell them anything, so they are unlikely to click it. The additional text is too small to read and text within an image cannot be read by a screen reader.



This is a real poster that was uploaded to an event on the website, and then automatically cropped. As you can see, this is far from ideal!

Examples: titles and copy

Right

THE MYSTERIES OF PONTEFRACT'S HIDDEN ARCHITECTURE

Have you ever wondered about the messages and mysteries hidden in plain sight in Pontefract's buildings?

The Mysteries of Pontefract's Hidden Architecture is a fascinating walking tour, led by noted local historian John Smith, that will take you on a journey through the streets and ginnels of this remarkable market town. Discover the hidden meanings carved in wood and stone around Pontefract.

The talk will start at the Buttercross, and will take around an hour to complete. Please wear sensible shoes, and as the talk will be outside, you may wish to wear a coat.

This walking tour is free, but booking is essential. When booking, please indicate whether you have any access needs, and the Pontefract History Group will be in touch to discuss these with you.

Please note, this event is strictly for those aged 16 and over.

MAKE A MOBILE – PAPERCRAFT WORKSHOP

Have you been impressed with and inspired by the stunning paper sculptures on display at Castleford Art Gallery as part of their latest exhibition "Can You See the Sky"? Well now you can learn to create a beautiful paper sculpture mobile with the artist who created the exhibition sculptures – Jenny Jones!

Jenny Jones is a paper artist and illustrator based in Ossett, who has produced work for companies such as John Lewis, Hampton Court Palace and Yorkshire Sculpture Park.

In this adults-only workshop Jenny will show you all the tips and tricks she uses to create her sculptures, and you will then use these techniques to create your very own mobile masterpiece to take home with you.

This workshop is for adults only and all materials are included in the price. No prior experience is necessary. Booking essential.

Wrong

ARCHITECTURE TALK WITH JOHN SMITH AGE 16+ AT PONTEFRACT TOWN HALL

Join us for a tour about Pontefract's buildings with John Smith.

PAPER WORKSHOP BOOKING ESSENTIAL

Work with Jenny Jones to create a beautiful paper sculpture mobile.





RESOURCES TO HELP

There are lots of resources out there to help you with the copy and images you need to create an interesting and engaging web listing that your audience will want to click on!

Read on to find links to some helpful resources...



Other websites:

There are many other free websites that you can take advantage of to list your event. Some that we suggest are:

- [The List](#)
- [The Festival Calendar](#)
- [Where Can We Go](#)
- [Days Out Yorkshire](#)
- [Brit Events](#)

Facebook Groups, and Facebook Events:

[Facebook Groups](#) are a great way to engage with your audience and publicise your upcoming events.

If you have a Facebook page for your venue or organisation, you can also create a [Facebook Event](#) – which is a great way for anyone on Facebook to discover your event.

Don't forget to tag people in social media posts about your event, tag local organisations that can help share the word about your event. On Facebook, when you type “@followers” in a post or comment on a Facebook page or group, Facebook will send a notification to everyone who follows that page or is a member of that group, this is a good way to announce a new event to all your followers at once.



- **Stock images:**
If you don't have your own photography or images for your event, don't worry! Many websites offer free stock images that you can use instead. Some options include:

[Canva](#)
[Pexels](#)
[Pixabay](#)
[Unsplash](#)

- **Copy:**
If you're not confident in writing copy, consider using a free AI service to help you. Simply tell the AI the information you have about the event, and ask it to create a web listing. Some AIs include:

[ChatGPT](#)
[Claude](#)
[Microsoft Copilot](#)

- And lastly, **we're here to help!** Email us on experiencewakefield@wakefield.gov.uk whether you're stuck filling in the form, or just need some advice, and we'll be happy to assist you!

Any questions?





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Business News

wakefieldcouncil