

LONDON DESIGN FESTIVAL - LET'S GET VISIBLE! (HELP US FIND YOU)

<input checked="" type="checkbox"/>	CREATE EVENT PAGE (IDEALLY ON YOUR WEBSITE)	NOTES
<input type="checkbox"/>	NAME OF EVENT	
<input type="checkbox"/>	BRIEF DESCRIPTION	
<input type="checkbox"/>	NAMES OF PARTICIPATING DESIGNERS/BRANDS	
<input type="checkbox"/>	AT LEAST ONE IMAGE SUITABLE FOR PROMOTIONAL USE	
<input type="checkbox"/>	DATES OF EVENT	
<input type="checkbox"/>	OPENING TIMES	
<input type="checkbox"/>	EVENT LOCATION AND CLOSEST TUBE/DIRECTIONS	
<input type="checkbox"/>	LINKS TO RELEVANT WEBSITES AND SOCIAL MEDIA ACCOUNTS	
<input type="checkbox"/>	CONTACT INFORMATION	
<input type="checkbox"/>	LINK TO PRESS RELEASE AND PRESS IMAGES, IF APPLICABLE	

<input checked="" type="checkbox"/>	PROMOTE EVENT PAGE	NOTES
<input type="checkbox"/>	LINK TO EVENT PAGE FROM INSTAGRAM BIO	
<input type="checkbox"/>	TWEET LINK TO EVENT PAGE AND PIN TO TOP OF TWITTER PROFILE	
<input type="checkbox"/>	ADD EVENT PAGE LINK TO EMAIL SIGNATURE	
<input type="checkbox"/>	LINK FROM FACEBOOK POST OR CREATE FACEBOOK EVENT	
<input type="checkbox"/>		

<input checked="" type="checkbox"/>	INVITATIONS	NOTES
<input type="checkbox"/>	NEWSLETTER TO MAILING LIST	
<input type="checkbox"/>	INDIVIDUAL EMAIL INVITATIONS	
<input type="checkbox"/>	CONSIDER SENDING INVITES BY POST	
<input type="checkbox"/>		

	SOCIAL MEDIA - BASIC CONTENT PLAN		
	INSTAGRAM (Feed & Stories)	TWITTER	FACEBOOK OR OTHER
BEFORE			
DURING			
AFTER			

London Design Festival

Twitter @L_D_F

Instagram @l_d_f_official

Facebook www.facebook.com/LondonDesignFestival

Hashtag #LDF18

www.londondesignfestival.com

TIP: Always use the #LDF18 hashtag - people use it to find event highlights!

	PROMOTIONAL NETWORKS	NOTES
ARE YOU AN OFFICIAL LONDON DESIGN FESTIVAL PARTNER? IF YES ...		
<input type="checkbox"/>	CHECK THAT YOUR LDF WEBSITE EVENT PAGE IS COMPLETE	
<input type="checkbox"/>	UPLOAD YOUR IMAGES & INFO TO THE PRESS HUB	
<input type="checkbox"/>	POST ON SOCIAL MEDIA TAGGING LDF AND USING #LDF18	
ARE YOU PART OF A DESIGN DISTRICT OR TRADE SHOW? IF YES ...		
<input type="checkbox"/>	CHECK THAT YOUR ONLINE PROFILE PAGE IS COMPLETE	
<input type="checkbox"/>	SEND THEM YOUR IMAGES & INFO FOR PROMOTION	
<input type="checkbox"/>	IDENTIFY THEIR SOCIAL MEDIA HANDLES AND HASHTAGS	
<input type="checkbox"/>	POST ON SOCIAL MEDIA TAGGING THEM AND USING THE HASHTAGS	