

HOW TO PROMOTE SUCCESSFULLY A DiEM25 EVENT OR MEETING

To promote your DiEM25 event or meeting, please follow these steps.

GOLDEN RULES FOR A SUCCESSFUL EVENT

- Plan your event or meeting 3 weeks in advance!
- Write a clear message, where people can easily understand when, what, where and why the event or meeting is happening and then use the same text to promote it in all available channels.
- Some members pay more attention to emails, some others to Telegram or Mattermost and some others to the members' area. To reach everyone, you need to make sure that the information on the event or meeting is available everywhere!

TOOLS AVAILABLE IN THE MEMBERS' AREA

- **[Create an event](#) in DiEM25 calendar:**
 - By doing this, your event will show up on DiEM25's calendar, it will go out as a Telegram/Viber notification to interested members, and the event will be included in the bi-weekly "Movement Update" we send to ALL members and newsletter subscribers.
 - All members in DiEM25 will be able to discover your meeting.
 - If you tick the box "Collect signups through DiEM25", you will receive notifications on who will be at the meeting in advance, you can see the list of participants and mass-message them. Also, non-DiEMers can opt into the DiEM25 newsletter while signing up for the event and your future newsletters will go to them as well. This is especially useful for events that non-DiEMers will attend.
 - If the event is organised by a DiEM25 group, it will show on the group's page and all group members will be automatically notified about the event as soon as you create it, and reminded ca. 12 hours before the start. In order to ensure that all group members receive this notification, double-check whether all of them are listed as members on the group page - some people who regularly show up may have forgotten to 'officially' join the group!
- **[Request a newsletter](#) through the "Contact Everyone" feature in the Members Area:**
 - This option is only available to advertise events and meetings, any other topic should be shared in the Forum;
 - Be very clear:
 - The title should tell people when/what/where is the event or meeting taking place
 - The text should repeat the information from the title and explain a bit more why is this event or meeting taking place

- Include a call to action for people to join the Collective's page in the members' area, so you know that the next time you will create an event in that page, members will be automatically notified
- We can only send one newsletter/month per collective, so please bear that in mind when you are using this feature

- **Write a Forum post:**

- Let members that are more present in the Forum know that your meeting is going to take place
- **Share the information on the Collective's Telegram channels or Mattermost,** asking for people to share the information with others that could be interested