

## Step 3: Identify your Target Audience

Thinking ahead carefully about who you would like to attract to your event can have a big effect on the end result. What you offer at your event including the theme, programme, location and entry fee need to match up with the expectations of your audience so your target audience will influence many of your planning decisions.

Some of the things you might want to think about are:

- The age range you would like to attract, or life-stage;
- How far people might travel to your event (your catchment area);
- People's interests and popular trends;
- Sector or type e.g. families, businesses, locals or tourists;

Once you have an idea of the basic audience type you'd like to attract you can begin to develop a picture of your target audience, for example, how much they are likely to spend, how they will be likely to travel, what they will need once they are there, where they will be likely to see your advertising and much more.

Doing some simple research with your target group will help you to identify these things, whether there is a demand for your event and what you need to do to make it a success.

### TOP TIP

The first step in marketing your event is to know who you want to attract and make sure you offer what they want at the right price.

If you are looking to attract visitors and tourists to your event, Bridgend County Borough Council has undertaken some detailed research to identify the target market for the area,

which is set out in the **Destination Management Plan**, contact the Tourism Team for more information.

An accurate estimate of attendance numbers is important as it affects the venue size, risk assessments and all aspects of the event's management on the day.

It can be difficult to estimate accurately, but things to take into account could be:

- Attendance numbers at similar events;
- What else is going on at the same time;
- The total population of your target audience (e.g. number of families in an area) and what percentage of those families you might expect to attend;
- The total target audience you are marketing your event to and what percentage are likely to come along;
- Known demand and interest.

Your venue might restrict your numbers, so you may want to think about ticketing or advance registration. This can be done online, and there is a range of online tools you can use, usually for a charge. Charging for entry is also useful if you need an additional source of income or are looking to make a profit from the event.

Once you have a better idea of the number of people coming, you will be able to plan the facilities and support you will need on the day, such as toilets, catering, stewards, and first aiders. Think about any special needs that people or groups may have, such as families with children, people with disabilities or elderly people.

#### TOP TIP

Plan ahead to collect some data at the event too, so that you are able to compare your target audience with your actual audience and, with all of that feedback, you will be in a much better position to run the event again in future. More information on this is available in the *Get Feedback and Evaluate* section of this guide.