

Making Your Events Shine

One way to leverage your partnership is through listing your events on the visitmorningtonpeninsula.com website. Events act as important motivators for tourism. They drive visitation and encourage spend throughout the region. A perfect example being the fact that “live music” is one of the top searched terms on the website!

The following advice will give your event listing on the website maximum impact, and cut through with our visitors. If you are a Visit MP, Trailblazer or Premium partner, having an event listing also provides the opportunity to be included in marketing elements within seasonal content programs. This further enhances the visibility of the event itself.

Title

Make your title short but catchy, engaging and enticing. Something that clearly describes what the experience will deliver whilst remaining consistent with all your marketing. As your events will be visible on your website listings, there is no need to include your business name in the title.

For example: Mornington Race Day

Lead Sentence

Make this interesting, intriguing, and inspiring readers to read on. What is the hook? I.e., the thing that will make people say “wow”!

For example: Enjoy Spring racing at Mornington Race Day, perfect for the mid-week patrons to enjoy a fun day out.

About The Event

In no more than 100 words, describe what your event is about. This will emphasise the value of the experience to the consumer.

Inclusions

Provide detailed information about the inclusions of the event. Here you may wish to use bullet points to break up this information. This also provides a chance to show what about your event makes it stand out from others.

Ticket Prices

If your event requires attendees to purchase tickets beforehand, ensure that you list the prices at the end of the listing copy.

Listing Image

The event listing will require one image that will appear on the main What's On page, and the listing page itself. It is important to remember that a poor image choice will impact on the effectiveness of the promotion. Consider what your current images are like and how they leverage the regional brand. The most effective images include people in them. **Please ensure that the image does not contain any logos or text overlays as we are unable to upload these to the website.**

Use images that:

- Include the visitor as an active participant, not passive observers.
- Show people that appear real, authentic and are more relaxed in style. Avoid photos that appear staged or overly polished.

Technical Image Information:

- Quality - for best results your photo should be in a horizontal format
- Images must be at least 2000 pixels wide and a minimum 1 MB in size as any smaller the images will appear blurry
- Please do not use images without license/permission, montages of multiple images (these create a confusing crop and do not work on mobile view), images with text or logos

Quick Tips:

- Make sure you proofread your listing
- Include ticket pricing if applicable
- Ensure that your listing image does not include any text overlays or logos and is of high quality
- Website link is directly to a booking page or your website
- No more than 100 words for the event description

Example on website:

