

HERTS BIG WEEKEND™

Saturday 24th & Sunday 25th March 2018

Herts Big Weekend 2018 Attractions Toolkit

The Herts Big Weekend 2018 takes place on 24th and 25th March, offering Hertfordshire residents the chance to win thousands of free tickets and days out to attractions across the county. On 8th February the public ballot opens, so we have put together a toolkit and guidance for businesses participating in the Big Weekend.

Included in this toolkit is a list of key dates, details of how you can check your ticket offer, guidance on how ticket allocation will work, important links and a guide to how you can promote your attraction and the Herts Big Weekend.

Please read through the toolkit and contact us should you have any further questions.

KEY DATES

- **8th February:** Public ballot for tickets opens
- **8th February - 11th March:** Publicity drive from Visit Herts and participating attractions
- **11th March:** Public ballot closes
- **12th March:** Winners are informed
- **12th - 18th March:** Returned tickets are added to the website
- **19th March:** All returns are finalised
- **22nd March:** Final list of winners sent to attractions
- **24th - 25th March:** Big Weekend takes place

Website links

- The development website (for participating attractions only) can be viewed here:
<http://hertsdev.extended.agency/attractions/>
- The content management system for adding/amending your ticket offers and attraction details (you should have already created a log in and password when you first registered):
<https://www.hertsbigweekend.co.uk/login>

Logos

The 2018 Herts Big Weekend logo is available to download here:

<https://www.visitherts.co.uk/the-herts-big-weekend/>

Posters and postcards

During the week commencing 29th January you will receive a small selection of posters and postcards promoting the Big Weekend, for you to display onsite.

BALLOT OPENS

When the ballot opens on **8th February**, all businesses need to promote the Big Weekend as much as possible to spread the word and get as many people registering for tickets as possible.

A full guide on how to promote the Big Weekend is available below.

BALLOT CLOSES

Once the ballot closes on **11th March**, the available tickets will be automatically allocated by ballot, and people will be informed by email on **12th March** if they have been successful.

At this point, all attractions will be able to log into the website to redeem a **provisional** list of their ticket holders. Please note that this list is subject to change up until the returns period has closed on **18th March**.

Anyone who does not receive a ticket will also receive an email, saying they have not been successful, with a list of suggested things to see and do in the county. They will also be prompted in this email to keep checking the website for any returned tickets that may become available. We will also use the data captured on the CMS to optimise post-event marketing opportunities by making tailored suggestions where possible.

Returns

People can return their tickets to the Big Weekend website up until **18th March**, so the public can continue to check the website for returns up until this point. If you still have tickets for your own venue available, we would heavily encourage you to promote this to your own followers in order for these to be redeemed.

How winners redeem their tickets

We will send all attractions a full and final list of their ticket winners on **22nd March** – this will be a simple list of people's names and email addresses, so you know how many people to expect.

Winners will be asked to bring either a printed copy of their email ticket, or show the ticket on their phone/tablet to attraction staff on the day.

Each attraction is responsible for managing its own ticket redemptions and confirming proof of ticket ownership to their satisfaction. Please ensure that all front of house staff on the day are aware of your process and that Big Weekend winners will be arriving.

We encourage venues to make Big Weekend winners feel particularly welcome on arrival, so that they leave with a very positive impression of the attraction. You could put up extra welcome signs, take photos of guests, or share free sweets with them etc.

No shows

We advise attractions that the redemption rate for tickets can be around 50% - this can fall or rise depending on the weather or other circumstances, but do not worry if not all ticket holders arrive.

Some ticket holders may try to contact you advising that they cannot attend and would like to offer their tickets to other people. We will not be able to reallocate tickets on the day through our systems, but you may wish to offer them to other people via social media on the day. This is entirely at your discretion and you must manage the process yourself.

Selfie Competition - we will be running a 'selfie' competition during the Big Weekend, encouraging people to take the best selfie they can that shows off their allocated attraction for the chance to win prizes. Entrants will be asked to take part using **#HBWselfie**, and all attractions are asked to promote this, and to encourage visitors to take part. We will send full details of this competition nearer the time.

HOW TO PROMOTE THE BIG WEEKEND

The Big Weekend is about creating a huge buzz and getting everyone in the county talking about the wonderful things to see and do here. We encourage all attractions to spread the word about the event and your ticket offers on your own digital and communication channels, both to consumers and to staff.

Here are some tips:

- Be creative! Stage photos, create memes, record videos – do something fun and fresh to encourage more people to sign up to the Big Weekend and view tickets to your attraction
- Spread the word on social media, and talk to us, the media or other attractions about the Big Weekend to build excitement
- Add details or the campaign logo to your website to show you are participating
- Invite the media to visit during the Big Weekend and to cover the event live from your venue (and please let us know if you do so!)
- Encourage your staff to take part! It's a great opportunity to see different attractions and to learn from other venues while having a great day out! Post it on your intranet/noticeboards/share it at staff meetings

Website copy

If you wish to promote the Big Weekend on your website, blog etc, please ensure you include the following information:

- Herts Big Weekend takes places 24th and 25th March 2018
- Register for tickets at www.hertsbigweekend.co.uk
- Registration opens 8th February and closes 11th March. Two tickets per household will be allocated by ballot to the lucky winners, although some family tickets will be available as well.
- The event is organised by Visit Herts
- The aim of Big Weekend is to encourage local residents to discover and experience the many wonderful attractions and activities available in their home county – and to spread the word to others
- Big Weekend takes place during national English Tourism Week
- #hertsbigweekend

Twitter/Facebook/Instagram

- Always use **#hertsbigweekend**
- Include a link to www.hertsbigweekend.co.uk
- Tag @VisitHertsUK

Press interviews

The Big Weekend generates a huge amount of media coverage each year with the local press (print, radio and TV), and we always try to feature as many participating attractions as possible.

Journalists may contact participants in their catchment area for quotes, so please be prepared for this and have an agreed spokesperson ready. Feel free to send us your spokesperson's contact details so that we can pass these on to the press (only when requested).

For those who don't like to be interviewed(!), you can **send a short quote on behalf of your attraction** about why you signed up to the Big Weekend and how it benefits the county to ana.crouch@visitherts.co.uk

If you have any PR queries around Herts Big Weekend, please don't hesitate to contact ana.crouch@visitherts.co.uk

SAMPLE TWEETS

Registration opens

And the #hertsbigweekend ballot is open! Enter for free tickets to see us at www.hertsbigweekend.co.uk @VisitHertsUK

We're part of #hertsbigweekend! Enter for free tickets at www.hertsbigweekend.co.uk. Hope to see you there! @VisitHertsUK

We can't wait to be part of the #hertsbigweekend. #DYK we're offering XXX www.hertsbigweekend.co.uk @VisitHertsUK

Fancy free tickets? Registration for the #hertsbigweekend is open! Go to www.hertsbigweekend.co.uk for a chance to see us! @VisitHertsUK

How about a FREE day out? Make sure you join us for #hertsbigweekend. Go to www.hertsbigweekend.co.uk for your chance to win! @VisitHertsUK

Not long left to register for a free day out at #hertsbigweekend! Go to www.hertsbigweekend.co.uk for your chance to visit us. @VisitHertsUK

Big weekend build up

It's nearly here! Be sure to redeem your tickets and we'll see the lucky winners soon #hertsbigweekend @VisitHertsUK

#hertsbigweekend is only a few days away- don't forget to redeem your tickets! @VisitHertsUK

#hertsbigweekend is just around the corner- so excited to see this year's lucky ticket holders! @VisitHertsUK

We're excited for free days out with #hertsbigweekend! If you're one of the lucky winners, make sure you redeem your tickets! @VisitHertsUK

Big Weekend itself + selfie competition

Today is the day people! We want to see all your #hertsbigweekend adventures, so be sure to share them with us and @VisitHertsUK [#HBWselfie!](#)

We'll see the ticket holders for #hertsbigweekend very soon – have fun and send us your pics! @VisitHertsUK [#HBWselfie!](#)

Who else is having a fantastic day at #hertsbigweekend? Share your selfies with [#HBWselfie!](#) for your chance to win prizes! @VisitHertsUK

Can free tickets get any better? YES, simply share your #hertsbigweekend selfies with [#HBWselfie!](#) for the chance to win exciting prizes!

#hertsbigweekend is almost here! Congrats to the lucky winners & don't forget to enter @VisitHertsUK's competition

Looking forward to welcoming more #hertsbigweekend visitors again today! Don't forget to Tweet your [#HBWselfie!](#) @VisitHertsUK

Out and about for #hertsbigweekend? Post a selfie to Instagram or Twitter with [#HBWselfie!](#) to enter @VisitHertsUK's selfie competition!