

# KENT BIG WEEKEND™

Saturday 20th to Sunday 21st April 2024

## Maximising the Big Weekend for your business

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### In the run up to the Big Weekend

Before the Big Weekend ballot has taken place, show your involvement in the wider Big Weekend message and community by doing some of the below on your social media channels - remember to include pictures too!

- **Post on social media once the ballot is live (15th March - 1st April)**, showing that you are offering tickets. Some ideas for socials can be found [here](#). Make sure to **tag #KentBigWeekend** on the posts to get involved in the community and the popular hashtag over this period.
- **Place a link to your Big Weekend ticket offering in your newsletters and other material**, again giving a chance for people to win tickets to your business.
- **Get some Big Weekend posters**. We have created posters, you can use your photos and we'll print them and sent to you for free! Simply fill out the form [here](#).

### Once the ballot opens to the public, you will be able to access your opt-in data

From the moment the ballot opens to the public, you will be able to see who is opting-in and download the information. You don't need to wait until the end to access the data. Make sure to:

- **Add them immediately into a new newsletter list**, so you can...
- **Quickly follow up with a bespoke welcome email just to them** - for example welcoming them to your newsletter and your community. Showcase what your product has to offer, this is your chance to make an impression!
- **Provide a special offer or discount just for Big Weekend participants** (for example 10% off their first visit, or a free tea at your onsite cafe). Lots of people enter the Big Weekend but most don't win, a discount or special offer as a thank you for taking part will be a great incentive.
- **Make sure to then place them into your normal mailing list** so they receive regular communications from you.