

Promoting your Event in Logan - Checklist

With your event just around the corner, it's time to start spreading the word! Utilise a variety of internal Council channels and external platforms to maximise your reach. To help you with this, we've created a checklist with various links and actions to ensure your event reaches the right audience.

Checklist:

- **Our Logan:** This platform highlights local events and news to residents. Please email >> communications@logan.qld.gov.au
- **Explore Logan:** This is the official destination brand for the City of Logan. List here >> <https://www.explorelogan.com.au/list-my-business/>
- **Events at Logan:** A page dedicated to events happening in Logan. List here >> <https://eventsatlogan.com/submit-your-event/>
- **ATDW:** The Australian Tourism Data Warehouse (ATDW) is a comprehensive digital platform that boosts your event's visibility by distributing it across numerous trusted tourism websites, increasing both local and international exposure. Create a listing for free here >> <https://www.atdw.com.au/listing-with-atdw/>
- **Social Media:**
 - Create a Facebook Event
 - Pin the event on your Instagram Feed
 - Post regular 'Instagram stories' as a reminder
 - Facebook Community Groups: Pending the 'group rules' a great way to spread the word is posting to various local community groups on Facebook.
- **Local Newspapers and Magazines:**
 - My Logan Local >> <https://myloganlocal.com.au/>
 - MyCity Logan >> <https://mycitylogan.com.au/>
 - Logan West News >> <https://loganwestnews.com.au/>
- **Online Lifestyle Magazines:**
 - The Weekend Edition – List you event for free here >> https://theweekendedition.com.au/popup/?modal=submit-an-event&jsmts_force=d
 - UrbanList – you need to partner with UrbanList to list your event. Learn more by submitting an online enquiry form here >> <https://www.theurbanlist.com/contact-us>
 - Must Do Brisbane – Get in contact with them here >> <https://www.mustdobrisbane.com/advertise-on-must-do-brisbane>

Want to promote activities and attractions in Logan through your channels, giving your attendees more to explore while they're in our city? Use the Explore Logan Social Media toolkit to highlight everything our city has to offer during their stay for your event! Download it [here](#).