Marketing Your EV Event
Today’s Presenters

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Marketing Tips: Promoting Your Event

● Radio, newspaper, online, or television ads
  ○ Reach out to local radio or television stations to propose they do a short interview with you about your event, EVs, and Drive Electric Earth Day.

● Post flyers around town

● Request to add your event to your city’s event calendar

● Add your event to a newspaper calendar

● Send info to event host to have them include EV info in their marketing

Photo Credit: Johan Verink
Marketing Tips: Social Media

● Facebook
  ○ If you have a group, add an event and post enthusiastically several times
  ○ FB Live, before and during

● Twitter
  ○ Live tweeting

● Instagram
  ○ ‘Stories’, take videos

● General Tips
  ○ Mention interesting activities at your event other than EVs
Marketing Tips: Media

- Press Contacts
- Template for contacting media
- Flexibility: don’t take it personally if media suddenly change their plans to accommodate other breaking news
- Strategies for securing media at your event
  - Focus on what makes your event unique
  - Work with local influencers
  - Connect with state and local efforts
  - Share compelling stories
- When to invite media to your event
  - 1 week before event: Send out a media advisory to local news stations
  - 1-2 days before event: Call local news outlets to remind them
  - Day of the event: Call local news outlets and send a press release
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Leverage larger event you are a part of

- Work with larger event to make sure showcase is included in their marketing
  - Provide graphics, draft text, that the event host can use
  - Create web based flyer with link and intro paragraph
  - Provide article that they can include in their membership newsletter
  - Attend or speak at a partner’s meeting
  - Create your own postcard or flyer to be sent out in emails with the general event flyer
  - Resource: Canva.com

Photo Credit: Guy Hall
Leverage larger event you are a part of

- Promote the full event - beyond the EV Showcase
- Include interesting event activities other than EVs
- These will also help attract EV volunteers

Photo Credit: Guy Hall
Corporate or Workplace Events

- Leverage internal communications (human resource depts, sustainability teams, employee newsletters, internet web pages, etc)
- Check for EV owners within the firm to join event
- Gather information on company’s EV infrastructure - present and planned
- Communications should ask employee to bring driver’s license (if you’re planning a test drive event)
- Offer an EV related talk or presentation a few days before the event.
Marketing Tips: Day of the event

- If you’re part of a larger event, post signs about your EV display
  - Help people find your EV showcase or ride and drive at the larger event
- Provide incentives for test drives
  - Drawings, lunch vouchers, usb memory, ...
- Have volunteers walk through event telling people about EV showcase
  - Hand out postcards about EVs and your showcase

Photo Credit: Johan Verink
Marketing Tips: Photos

- Take good event photos
  - Faraway group shots not helpful
  - Pics of cars, people looking at or driving cars, but close enough to show their face
  - Cute is good! (Ex: pic of an old man and toddler, facing away, in front of an EV)
  - Dash Cam, FB Live a Drive, What’s your “Instant Torque Face”? 
- Using photos from DEED Media page
  - You can use photos from other events to promote your event as long as you credit the person who took the photo

Photo Credit: Johan Verink
Marketing Tips: Photos - Privacy

- It is good to ask permission to take someone’s picture and use it, even though it’s a public event
- Do NOT use photos showing children’s faces unless you have a guardian’s written permission
- Post sign: “By participating in this event, you’re giving us permission to use your photos”
- Sierra Club has stricter policies
Dealer Outreach - Tips

- Share the value of the event to the dealer
  - What’s in it for them?
  - Consider it from a dealer’s perspective
    - Name visibility / recognition
    - Pop ups, banners with their name
- Ask about special incentives.
- Does the dealer sell used EVs?
- Be willing to help train the “newbe” they send
- Fridays, Saturday, Sundays are critical days for dealership
- Confirm the night before and the morning of the event
Marketing Tips: Post event

- Collect and save photos, data, stories
  - Important for the next event
  - Number of test drives, number of conversations, number of volunteers
  - Save signed photo releases (if any)
- Send a post-event press release
  - If media didn’t cover your event, they might still cover your event afterwards
  - Talk about how many people learned about EVs, etc.

Photo Credit: Johan Verink
EV Ride and Drive: Safety Tips

- Check out the new safety page on the DEED website
- General Tips:
  - Create clear pedestrian pathways in areas with moving vehicles
  - Post a volunteer or staff person to monitor areas with moving vehicles
  - Make sure your event is accessible to people with disabilities
  - Provide trash cans and recycling bins
  - Collect feedback from attendees
EV Ride and Drive: Liability

- Dealers providing test drives should bring their own liability waivers and have insurance for their vehicles.

- EV owners providing static display vehicles and rides in their vehicles do so under their own personal auto insurance.

- PIA / EAA do provide limited event insurance for some events:
  - See Resources page or last webinar for more information. You can also email Kylie Morgan with questions. Email is provided at the end of this webinar.
What’s New / Next Steps

Event Kits

- Find the link to place your order in the “Notes for City Captains” section of your event page

Updates to Resources Page

- Safety page

Download EAA’s Event Coordinator Guide (from ElectricAuto.org)
If you’re thinking of organizing or helping at an event, please join us for a Drive Electric Webinar:

**Drive Electric Earth Day: How To Participate** Tuesday, January 22nd, 2019 at 1 EST

Drive Electric Earth Day 2019 celebrations will take place across the US and other countries. The map below shows all of the event locations. Click on a pin to get more information on 30 2019 events (plus 13 more working on finalizing the specifics).

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**No Event Near You?**
- Volunteer to organize an event
- Learn about hosting an event

**Organizing An Event?**
- Register your event now
Questions?

- Email Kylie Morgan at kmorgan@pluginamerica.org with questions regarding Drive Electric Earth Day or National Drive Electric Week.