

HERTS BIG WEEKEND[®]

Saturday 4th & Sunday 5th April 2020

Herts Big Weekend Attractions Toolkit

The fifth Herts Big Weekend takes place on 4th and 5th April 2020, offering Hertfordshire residents the chance to win free tickets and days out to attractions across the county.

On 20th February the public ballot opens, and this toolkit provides information 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
- a guide to how you can promote your attraction and The Herts Big Weekend.

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



KEY DATES

24 JANUARY

Ensure your online listings are up to date:

- ticket offers
- your attraction information
- images

20 FEBRUARY

Public ballot for tickets opens

17-18 MARCH

Winners, non-winners and businesses are informed

23 MARCH

All returns are finalised

24 JANUARY - 16 MARCH

Publicity drive from Visit Herts and participating businesses

16 MARCH

Public ballot closes

17 - 23 MARCH

- Returned tickets are added to the website
- Non-winners are encouraged to claim tickets

24 MARCH

Final list of winners accessible by attractions via the CMS

4TH - 5TH APRIL

The Herts Big Weekend takes place



The content management system

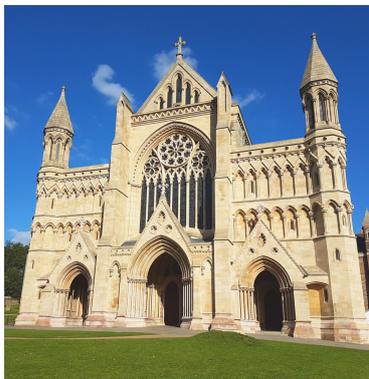
www.hertsbigweekend.co.uk/attraction-account

Add/amend your ticket offers and attraction details (you should have already created a log in and password when you first registered).

Preview what the public will see on the development website

Participating attractions can review their entries here:

hbw.extended.agency/attractions



WEBSITE LINKS

Add, amend and manage your ticket offers

LOGOS

The 2020 Herts Big Weekend logo is available to download here:

www.visithertsbusiness.co.uk/media/31325/herts-bigweekend-logo-png.png

BALLOT OPENS

When the ballot opens on **20th 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 guide on how to promote The Big Weekend is available below.

BALLOT CLOSES

Once the ballot closes on **16th March**, the available tickets will be automatically allocated by ballot, and people will be informed by email on **16th March** if they have been successful. Non-winners will be invited by email to keep checking the website for any returned tickets that may become available until the 23rd March.

At this point, all attractions will be able to log onto the website to download a **provisional** list of their ticket holders. Please note that this list is subject to change up until the returns period has closed on **23rd March**.

We suggest that non-winners are sent other offers by the businesses for whom they bid for tickets – they have genuinely expressed an interest in visiting and will therefore be ‘warm’ to other offers.



RETURNS

People can return their tickets to The Big Weekend website up until **23rd March**, enabling the public to continue to check the website for returns up until this point. If you still have tickets for your own venue available, we would strongly encourage you to promote this to your own non-winners so they can grab returned tickets and take part in The Big Weekend.

HOW WINNERS REDEEM THEIR TICKETS

All attractions will be able to access and download a full and final list of their ticket winners from **24th March** – this will be a simple list of their 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 fully briefed and 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, and/or give them a small welcome gift – for example a guide book, refreshments etc.



NO SHOWS

We advise attractions that the redemption rate for tickets can be around 60% – this can fall or rise depending on the attraction, 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 can decide your approach and 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 a prize. 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

The Big Weekend is about creating a huge buzz and getting everyone in the destination talking about the wonderful things to see and do. We encourage all attractions to spread the word about the event and their ticket offers on their 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 Herts Big Weekend and view ticket offers for your attraction.
- Spread the word on social media, and talk to us, the media or other attractions about The Herts 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 Herts 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! Ensure they tell their families and post it on your intranet/noticeboards and share it at staff meetings.

WEBSITE COPY

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

- Herts Big Weekend takes place 4th and 5th April 2020
- Register for tickets at www.hertsbigweekend.co.uk
- The ballot opens 20th February and closes 16th 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 The Big Weekend is to encourage local residents to discover and experience the many wonderful attractions and activities available close to home – and to spread the word to others
- #hertsbigweekend



TWITTER FACEBOOK INSTAGRAM

- Create an event page on Facebook
- 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 (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 Herts Big Weekend and how it benefits the area to Gaëlle Degrange: Gaelle.Degrange@gotoplaces.co.uk
If you have any PR queries around The Herts Big Weekend, please don't hesitate to Lana.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 #hertsbigweekendis 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

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

#hertsbigweekendis 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

SAMPLE TWEETS

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 #HBWselfiefor your chance to win prizes! @VisitHertsUK

Can free tickets get any better? YES, simply share your #hertsbigweekendselfies with #HBWselfiefor the chance to win exciting prizes!

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

Looking forward to welcoming more #hertsbigweekendvisitors 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!

ENJOY!

