



UNIVERSITY OF CAMBRIDGE

Office of External Affairs
and Communications

How to market events to the general public in the Cambridge area

What's On

The University produces a What's On highlight poster and e-bulletin for the general public. You can also submit your event to the online What's On events listing.

<http://www.admin.cam.ac.uk/whatson/>
events@admin.cam.ac.uk

Cambridgeshire Schools

Cambridgeshire County Council has a weekly mailing to schools in Cambridgeshire. With their approval, they can mail all schools with your information.

lavinia.bamford@cambridgeshire.gov.uk / 01223 703567

City Council distribution service

Cambridge City Council runs a paid for distribution service to community venues and city noticeboards.

colin.merry@cambridge.gov.uk
<http://www.cambridge.gov.uk/ccm/navigation/leisure-and-entertainment/arts-and-entertainment/the-distribution-service/?jsessionid=17FF5AEA5B93959A2C12CA52F2C02029>

Community contacts

A list of voluntary and community groups is available in the Cambridge Council for Voluntary Service directory and on the Cambridgeshire.net website. As well as generic organisations which are interested in a wide variety of University and College events (e.g. University of the Third Age), there may be special interest groups (e.g. local history groups) which might be particularly interested in the subject matter of your event. Many of these organisations have their own newsletters/email bulletins and may be able to promote your event to their members/service users.

<http://www.cambridgecvs.org.uk/>
<http://www.cambridgeshire.net/>

Voluntary sector

If your event is of specific interest to voluntary sector professionals (e.g. if it is about access to education or mental health) you can include it in the termly voluntary sector e-bulletin produced by Community Affairs.

<http://www.admin.cam.ac.uk/offices/communications/community/volunteer/news/>
emma.wenborn@admin.cam.ac.uk

Posters and fliers

You can ask for permission to put posters on the railings at Great St Mary's, Michaelhouse, St Bene'ts and Little St Mary's. If you have willing volunteers, many shops and cafes are happy to display posters or have fliers for customers to pick up (generally, independent shops/cafes are more willing to do this than chains). It is worth stating explicitly on your publicity that the public are welcome, otherwise people might assume that a University/College event is open to University members only.



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Mailing lists

If you have regular events, it is a good idea to start a mailing list so that you can send out mailings about upcoming events. You can also enter reciprocal arrangements with other organisations with mailing lists if data protection agreements allow.

Outreach colleagues

Many people across the University and Colleges regularly work with the public and they can often help to publicise public events.

cambridgeforall@group.caret.cam.ac.uk – emails a large number of people involved in public engagement at the University. Anyone can post to this email address.

<http://www.caret.cam.ac.uk/services/cw.html> - to join the group yourself

Conference Cambridge can advertise University and College events on their website which is used by visitors to Cambridge from all over the world. Contact:

enquiries@conferencecambridge.com.

Visit Cambridge

You can publicise your event through Visit Cambridge.

<http://www.visitcambridge.org/>

Parish and community magazines

Many villages have parish newsletters – a list is available from Community Affairs.

Within Cambridge, the City Council produce community newsletters.

<http://www.cambridge.gov.uk/ccm/content/community-development/community-newsletters.en>

Online

There are many events listings websites – some more useful than others. These include, for example, Local Secrets, Visit Cambridge and Cambridge Online. It is a good idea to have an online presence for your event so that people can be directed there from your publicity for more information. You can also use Facebook, Twitter etc.

You can also request that the Communications team put a story about your event on the University news pages.

<http://www.admin.cam.ac.uk/offices/communications/comms/>

Local employees

Some companies are happy to distribute event information to their employees. You can also promote your event via business umbrella bodies such as the Cambridge Network, Love Cambridge and the Cambridgeshire Chamber of Commerce.

<http://www.cambridgenetwork.co.uk/>

<http://www.love-cambridge.co.uk/>

<http://www.cambridgeshirechamber.co.uk/>

Local councillors



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If your event may be of interest to local councillors, the Communications team produces a quarterly e-bulletin for City and South Cambs councillors.
stephen.davison@admin.cam.ac.uk

Media

The Communications team provides support in media relations, including guidance on handling difficult or sensitive issues and contacts in local, regional and national media. Local outlets include: Cambridge News, Radio Cambridgeshire, STAR FM, Agenda, Explorer, Look East, Local Secrets, Style Magazine, Cambridge Crier. The Communications team can issue press releases on your behalf.

<http://www.admin.cam.ac.uk/offices/communications/comms/>

Other public places

You can distribute your information via public places such as:

Libraries - <http://www.cambridgeshire.gov.uk/leisure/libraries/>

GPs - http://www.cambridgeonline.co.uk/local/Health/Doctors_Surgeries/

Language schools - <http://www.city-visitor.com/cambridge/languageschools.html>

Hotels and B&Bs - <http://www.visitcambridge.org/VisitCambridge/WhereToStay.aspx>

Hairdressers - <http://www.city-visitor.com/cambridge/hairdressers.html>

Community Affairs

Community Affairs can advise on further publicity to the Cambridgeshire community, particularly if you are aiming to reach a 'non-traditional' audience.

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