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# ARTS

## IN EAST HERTS

# Your Partner Communications Pack



# What is Arts in East Herts?

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Arts in East Herts, now in its second year, is an initiative to boost participation in arts and cultural activities. Running through September and October 2025, it will showcase the rich artistic and cultural tapestry of East Herts through a series of exhibitions, performances and workshops.

This cultural extravaganza promises to inspire, educate and entertain, enabling local arts organisations to connect with a wider audience.

Arts in East Herts will give residents of all ages and all backgrounds the opportunity to enrich their lives with creativity this Autumn.

## Using this pack

This pack will give you the tools you need to publicise your involvement in Arts in East Herts whilst maximising engagement on your website and on social media. You can use as many of the digital and physical resources as you like, adapting them to suit your needs.

# Your handy checklist!

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- ☐ Submit your event details to us
- ☐ Announce you're taking part online and locally
- ☐ Print out posters and flyers
- ☐ Make sure you've updated any websites/ newsletters
- ☐ Create a Facebook event for your showcase
- ☐ Post in local community groups about your event
- ☐ Tag East Herts Council in your posts so we can share
- ☐ Find local places to display any promotional materials
- ☐ Check you can access the feedback forms
- ☐ Put up 'filming consent' posters
- ☐ Take lots of photos at your event (with permission)
- ☐ Make sure all attendees fill out a feedback form
- ☐ Make sure you fill out an event feedback form

# Announce that you're taking part

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If you have a website, that's a great place to tell people that your organisation is taking part in Arts in East Herts. Below is some copy you could adapt for your unique audience. You could also include the Arts in East Herts logo in your announcement, which is available to you in the **downloadable assets** folder that was sent to you by email.

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## NEWS FLASH!

We're delighted to be taking part in an exciting initiative to boost participation in arts and culture in our area.

Taking place throughout September and October 2025, Arts in East Herts will showcase the rich artistic and cultural tapestry of East Herts through exhibitions, performances and workshops.

You will be able to access an overview of everything that's going on during this celebration by checking the calendar of events on East Herts Council's website.

(We/Name of your organisation/group) is going to ... (outline description of what you have planned). Watch this space, we'll have more information about our event for you soon!

# Tagging us in your online posts

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You can tag us on the following platforms in any social media posts that you share about your event online:

- X (formerly Twitter)
  - Instagram
  - LinkedIn
  - Facebook
- 



**@EastHerts**



**@EastHertsCouncil**



**@EastHertsDistrictCouncil**



**@EastHertsCouncil**

# Social Media posts

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## ***Tell people you are taking part***

We're so excited to announce we are taking part in Arts in East Herts!

Come along to our showcase event on **DATE**

- Bullet point one explain the event and who it's for
- Bullet point two explain if people need to bring anything
- Bullet point three explain how to book

#AiEH #EastHerts #ArtsAndCulture #UKSPF

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## ***Give some more info***

Here's a sneak peek of what you'll be doing if you come along to our event on **DATE**

There's still spaces left but book quickly to secure your spot!

#AiEH #EastHerts #ArtsAndCulture #UKSPF

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## ***Encourage participation***

Have you ever wanted to **XXX (e.g learn to create pottery, sing in a choir, etc.)**? Well, now is your chance!

Come along to our **EVENT** on **DATE** to learn more

We can't wait to meet you!

#AiEH #EastHerts #ArtsAndCulture #UKSPF

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# More Social Media posts

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## ***Call to action near the date***

Have you booked onto our Arts in East Herts event yet?

- Bullet point one describing event on DATE
- Bullet point two explaining if people need to bring anything
- Bullet point three explaining how to book

#AiEH #EastHerts #ArtsAndCulture #UKSPF

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Coming this week/next week/tomorrow (delete as appropriate)

Come along to our Arts in East Herts event

This is your chance to ... (DESCRIBE EVENT)

To book.... (HOW TO BOOK)

#AiEH #EastHerts #ArtsAndCulture #UKSPF

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## ***After the event***

We're so glad so many people enjoyed our event!

It was great to see (MENTION A STAND-OUT MOMENT)

If you enjoyed our showcase, please follow us on social media where we will announce more events soon.

#AiEH #EastHerts #ArtsAndCulture #UKSPF

# Taking photos and videos at your event

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If you take photos or videos to share via social media or other means, you must get consent from everyone being captured on film.

You could use a form to get consent to be filmed from people who agree to be in your films and photos. Alternatively, you could print out posters and pin them up at your event to let people know that photos and films are being taken.

You can find examples of these later in this pack.

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Here are our top tips for filming your event:

- Think about what you want to shoot
- Plan how you will frame the shots. How can you make it more interesting?
- Keep your phone or camera steady
- Hold your shot to ensure you capture what you're filming for long enough
- Remember sound. Is the environment quiet enough?
- Be aware of light conditions - be careful when shooting directly into the light as that will create silhouettes and shadows

# Gathering feedback

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How you get feedback from the attendees at your event is up to you, but it's important that you let us know how your event went, so that we can evaluate the success of this year's Arts in East Herts celebration and make it even better for next year.

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We have created two feedback forms:

- One for people who attend your showcase or event to give us feedback
- One for you to give feedback to East Herts Council on how Arts in East Herts worked for your organisation, with regards to broadening participation

You can access these forms by clicking the link below

**[Click: Feedback form for event attendees](#)**

**[Click: Feedback form for event organisers](#)**

# Other marketing assets

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We've created some marketing assets to help you promote and run your event. You can see these on the next few pages.

To create a version of the **flyer** for your event, simply download the editable version from the **downloadable assets** folder and make it your own.

Alternatively, download and print the blank flyer from this document and write the details on by hand.

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If you are photographing or filming your event, you could use the poster to alert people to this.

If you decide to take photos/film specific people for your own marketing, you should obtain their written consent. We've included an example of a consent form in the downloadable assets folder.

# Using the Arts in East Herts logo

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There are three versions of the Arts in East Herts logo - see below. You can download these from the **Downloadable assets** folder and use them in your own marketing materials.

## Logotype



Colour



Black



White

Please avoid changing the logos in any way by including other colours or altering the sizing. See the following examples of what not to do!

## Logotype mis-use



Non-brand colour



Mixed colour



Stretched



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IN EAST HERTS



Scan this QR code to find  
out more information



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## IN EAST HERTS

**Come along to our creative writing workshop!**

- **Saturday, 12 October**
- **3PM - 6PM**
- **Teaching you tips and tricks for those new to the world of creative writing**
- **No need to bring anything other than your imagination!**



**Scan this QR code to find out more information**



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## **FILMING/PHOTOGRAPHY IN PROCESS**

**If you would prefer not  
to be included, please  
notify an organiser.**



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Please give us your  
feedback!



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Find other Arts in  
East Herts events  
near you!



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