



MARKETING CHECKLIST TO PROMOTE YOUR FOOD WASTE HACKATHON

This marketing checklist helps you promote the Food Waste Hackathon and provide an overview to everyone working on the team, what is already done and what still needs to be done. Use the left part of the table to put an X if you done it, use the right part of the table to fill in with the link or the name of the To Do.

□

Set up a Facebook Event: recommended 3 months ahead

Follow this link to find information how to set up a Facebook event:

<https://www.facebook.com/help/131325477007622/>

□

Set up an Eventbrite event to make people register, just Facebook clicks are not reliable to plan your event based on how many participants will show up

□

Follow this link to find instructions how to set up an Eventbrite event:

<https://www.eventbrite.com/create>

□

Write a press release

Food Waste Hackathons are a great way to get publicity for your work to reduce food waste in your area and to get more participants.

Find and post in Facebook groups that are related to the topic

- Foodsharing
- Zero Waste
- Others

Place posters at university, schools, shops, your office, ...