

# Event Guidance



## STRATEGIC EVENTS

### Definition

These are high-level events based around leisure and tourism that are attractive to people outside of their immediate communities.

### Examples

- Music Festivals (eg live stage music festivals and concert recitals);
- High Level Charity Runs;
- Theatre Shows (eg professional theatre, comedy, dance and shows etc not amateur groups);
- Unique Experiences to the Region (eg agricultural events, stargazing events);
- Town Celebrations and Festivals (eg charter fayres, carnivals and parades);
- Strategic events outside of Mid Devon but within close travelling distance (30 minutes from any of the four main towns) that guests staying in Mid Devon would be interested in – these are at the discretion of the Visit Mid Devon Team. For the purposes of this Strategy, strategic events are classed as major tourism draws to Devon ie events unique to the region and/or that would encourage people visiting those events to also visit or stay in Mid Devon as well.

### Promotion

- Featured blog post
- Event listings on Visit Mid Devon website
- Event listings on Visit Mid Devon Facebook

## NON-STRATEGIC EVENTS OF INTEREST

### Definition

These are medium-level events that are attractive to people outside of their immediate communities or important events to the local communities that visitors staying in the area would be interested in attending

### Examples

- Community Music, Food and Arts Events (eg literary festivals, beer and music festivals, art exhibitions, not craft fairs);
- Live Music Events (such as concerts and professional tribute acts at established event venues);
- High Level Family Events (such as pop-up theme parks, fairs, open air cinemas);
- Farmers' Markets and General Markets;
- Nature Trails (eg bat walks);
- Town and Attraction Tours (including town trails, local producer tours, historic houses tours etc);
- Experience Days (including historical events, food events);
- Individual Attraction Events (including summer holiday activities at tourist attractions not at other non-attraction venues);
- Leisure and tourism targeted craft fairs and workshops;
- Family Fun Days and Dog Shows.

### Promotion

- Event listings on Visit Mid Devon website
- Event listings on Visit Mid Devon Facebook

## INELIGIBLE EVENTS

### Definition

These are events only relevant to their local communities and not to tourists

### Examples

- Jumble sales;
- School fetes;
- Cake sales;
- Non leisure and tourism targeted craft fairs and workshops;
- General markets (although can be added to Website events but not social media events);
- Car boot sales and second-hand goods events;
- Any political event (including campaigns, canvasses, protests or rallies), discriminatory or other event that promotes discrimination, terrorism or incites violent behaviour;
- Any other event that the Visit Mid Devon Team do not feel meets the aims and objectives of this Digital Content Strategy.

### Promotion

- These events do not meet our website's Terms of Use and therefore would not be promoted through Visit Mid Devon.

## ADVERTISING YOUR EVENT WITH US

- Visit Mid Devon members are entitled to list unlimited events on the Visit Mid Devon website. Non-members with events in Mid Devon are also welcome to list up to 12 events on the website free-of-charge (per year).
- All events must comply with the website's Terms of Use and be relevant to visitors. For example, they should be based around leisure and tourism and attractive to people outside of their immediate communities.
- Events that have their own event page on Facebook will be added to the Visit Mid Devon Facebook Page. We recommend that event organisers add @VisitMidDevon as a co-host to their events on Facebook to remove potential duplication of event listings. @VisitSouthWest also offer event organisers to add them as a co-host to promote the events on the Visit South West England Facebook page as well.
- Contact us to find out more: [visitmiddevon@gmail.com](mailto:visitmiddevon@gmail.com)

We recognise there may be events not covered by the examples listed here. All decisions relating to eligibility are made at the discretion of the Visit Mid Devon team. If you are unsure whether your event meets our criteria, please do ask us.