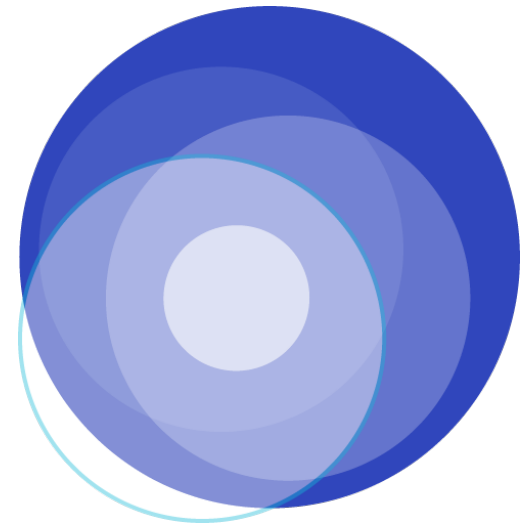


INTER FAITH WEEK: Boost your event's profile



Before the event

- Register your event on the Inter Faith Week website:
www.interfaithweek.org.uk
- Let your Regional Faith Forum in England or, if in Wales or Northern Ireland, the national inter faith linking bodies of these nations, know about your event.
- Put out a press release about the Week and your event in any relevant national, regional or religious media.
- If your local radio or TV station has a faith related programme, ask for a few minutes to come and talk about Inter Faith Week and any event you are running.
- Invite journalists to attend your event.
- Invite your MP, Mayor, local councillor or other key local figures. Even if they are not free, just sending them an invitation helps to make them aware of the good inter faith work you are engaged in, and may increase the chances of your event being covered in the local paper.
- Make use of social media to help raise awareness of your event/activity. Social media platforms such as Facebook and Twitter are popular tools used by many people. Inter Faith Week has its own Twitter channel [@IFWeek](https://twitter.com/IFWeek). If you are tweeting about the Week, please use #IFWeek. You can also follow the Inter Faith Week Facebook page at <http://on.fb.me/qkb4pU>.

During the event:

- Build photo opportunities into your event.
- Arrange for someone to take good photographs of your event.
- Be aware of good practice guidelines regarding permission for photographs where necessary.
- Have someone on hand to show around and look after any journalists or special guests in order to demonstrate to them the best of what you do.
- Ask participants what they thought of the event and how they think it met its objectives. Gather useful quotes to use.

After the event:

- Send your best photo (or photos), together with credit details and a short press release, to media outlets and to the Inter Faith Network office so that there is more publicity generated which can be used for future events and funding proposals.
- Send a story about your event to the local media.
- Produce a short illustrated leaflet or report about your event and its impact and send copies to your local MP and councillors and any potential funders of your work.

There are a number of further [resources](#) available on the Inter Faith Week website (www.interfaithweek.org) to assist you in organising and running events, including further media tips which can be found [here](#).

WWW.INTERFAITHWEEK.ORG