



# SUBMITTING AN EVENT

Running an event as part of London Cocktail Week is a fantastic way to tell a brand story and gain meaningful interactions with the festival's audience of discerning drinkers.

London Cocktail Week is a platform for your activations and as a partner, anything you put on will become an official part of the festival. Whilst we will not be involved within the running of your events, we are available as a resource to chat through your ideas.

When you're ready to submit your event, you can do that here;

**<https://londoncocktailweek.com/add-an-event/>**

The deadline we encourage you to work to is **27 AUGUST**. This is in advance of the "EVENT SCHEDULE LIVE" announcement which is historically our most clicked through email of the festival campaign.

**The hard deadline to submit an event for London Cocktail Week 2021 is 24 September. After this date no events can be submitted.**



## THINGS TO REMEMBER:

- Events submitted before the "EVENT SCHEDULE LIVE" announcement always perform better than events submitted after this date.
- Do not underestimate how important your event listing is. The better the description of the event, the more people will want to attend.
- Your event listing is also an opportunity to tell your brand story.
- Having a good event picture is crucial and can make a huge difference to the success of your event.



# EVENT PHOTOGRAPHY

Submitting a good lead image will help your event stand out, increase visits to your page - and means you're more likely to be a sell-out!

- The image should be landscape. The website is responsive so this does not need to be a specific size.
- However, the specific dimensions if you do want to create something bespoke is 1180px X 385px. This image is automatically cropped for the Event Schedule landing page - so any wording needs to be in the centre of the image with space around it.
- The image should be eye-catching. It can be just a strong branded image, or it can be something designed. Just anything that communicates the vibe of your activation and what people might expect.

Please visit last year's event schedule to look at what you think works!

If you think something is eye-catching - it's likely consumers will do too!

Click through on event listings to see how it crops differently on the page.

<https://londoncocktailweek.com/events/collection/33544/lcw-2020-all-events>





# KEY CAMPAIGN ASSETS

As a partner of London Cocktail Week, you have permission to use the trade mark, brand name and logo in all your communications about the festival.

We also actively encourage you to share our advertising artwork through your channels, and if you have booked any above the line advertising around the time of London Cocktail Week, please consider using this to promote your participation with the festival! **The more people that know about London Cocktail Week the better for our entire industry!**

You have access to our logo lock ups and artwork through the following link;

**[shorturl.at/antwQ](https://shorturl.at/antwQ)**

**LONDON**  
**COCKTAIL**  
**WEEK**  
**MONTH**

**EXTENDED AGAIN!**  
**01-31 OCTOBER 2021**





# LONDON COCKTAIL WEEK MONTH

## CONTACT



<https://calendly.com/lcw2021>



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