



## EVENTS



Call with any queries or feedback on  
**01924 873 873**

### WHY ENGAGEMENT EVENTS?

Fairs and festivals attract a larger and more diverse audience than weekday exhibitions but also offer less time for one to one discussion. They are helpful to include as part of wider engagement plan for a major proposal but are less effective if they are the sole means of engagement

### SECTOR

ENGAGEMENT

Where community events such as fairs and carnivals already exist in the local calendar, higher attendance and interest can be generated if interactive exhibitions are planned to coincide.

Community representatives, residents and businesses who are able and prepared to attend weekday engagement events (either during the day or in the evening) can often be limited by personal circumstances. Childcare and work commitments can prevent high attendance levels which makes weekends and special events an ideal opportunity to expand the reach of the engagement process. Where an event is a fair, festival or carnival, a degree of interaction is usually important to attract and hold attention, and our team have a wide range of tried and tested creative ideas to appeal to different age and social groups within a community.

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