

# The Umbraco Festival Communication Package

First of all, a massive H5YR for celebrating Umbraco! Now let's spread the word:

We are very happy to help you communicate and promote your upcoming Umbraco festival. We offer this package to all festival organisers and it consists of a number of promotions as well as guided deadlines.

This document is both an overview of all the different types of promotion we offer, but also tips and requirements on how you should produce it. Help us, help you by following these guides and if you should have any questions etc. please reach out to me, [Milena](#), and I'm happy to help :)

## Blog post on the Umbraco blog

**1 blog post prior to the festival** where you get to promote the speakers, the themes, the venue, the swag, tickets - whatever is relevant.

- The blog post should be in English
- Please go to the Umbraco blog and read a few of our posts in order to understand our tone of voice and the structure we use in our blog posts (intro, headlines, sub-headers etc.)
- Provide us with pictures. We need a minimum of 4 pictures (logos, team photos, pictures from previous festivals etc.)
- **When we need it:**
  - 10 weeks before the festival we'll need all the content for this blog post from you. Then we'll be able to fit it into our schedule within the following 3 weeks.

## Bonus: 1 festival recap

- After the end of each festival season (Spring/Autumn), we'll do a joint recap of the different Umbraco festivals. If you wish to be a part of this, **we will need the following from you:**
  - A quote from you/your CEO/the organiser of this event that captures the spirit of the festival + a photo of this person. The quote must be written in English and shouldn't be more than 5-7 lines.
  - Optional: Additional photos from the festival that go with the festival vibe.
- Additionally, we might write a recap blog post of your specific festival. We'll do this for special occasions e.g. the first time a new festival is being held, record numbers are achieved, a new concept has been implemented and the like. The majority of this blog post is handled by HQ and we'll reach out to you if we're doing the blog post and ask for the following:

- A quote from you/your CEO/the organiser of this event that captures the spirit of the festival + a photo of this person. The quote must be written in English and shouldn't be more than 5-7 lines.
- 3-5 photos from the festival that go with the festival vibe.
- **When we need it:**
  - **We'd like the material from you ASAP - preferably within the first week following the festival.** The blog post will be posted on the Umbraco blog within the 4 weeks following the festival, so the sooner you get back to us, the more time we have to work on it.

## Email promotion

### 1 promotional email sent directly to a local segment

- You decide on the segment by picking a country and letting us know. Because this email is segmented, you are able to write it in the native language (*Danish, English, German etc.*) - please do consider our friendly tone of voice in this email as well.
- Remember that this is an email - make it straight to the point, choose your call to actions (links) carefully, i.e. link to your festival website, ticket shop or the blog post on umbraco.com. We recommend you have **no more than two different links in this email.**
- We need a subject line (*the one that shows up in the inbox - think friendly clickbait 😊*), a headline, a body text, call to action text and links, and minimum 1 horizontal picture for the email header of 528widthx202height and 1 festival logo.
- **When we need it:** 10 weeks before the festival. Then we'll be able to send the email out within the following three weeks. You are welcome to send the email copy earlier than the 10 weeks before if you have a special early bird price etc. If that's the case, send us the copy at least 2 weeks before you want the email sent out.

### Shout out in uNews

- In the month before your festival we'll give you a special shout out in our monthly newsletter; uNews. This will be segmented and will link to your blog post on the Umbraco blog.
- **When we need it:** No copy from you is needed for this. As long as you've provided us with the details and the blog post, we'll take care of the promotion in uNews.

## Banner add on Our.umbraco

Our is the Umbraco community site and is the place to reach thousands of Umbraco users and developers from all around the world. This makes it a great opportunity to promote your festival and reach thousands of interested Umbracians!

For us to be able to promote your festival on Our, we need a banner from you **no later than 5 weeks before the festival**. This banner will be sent to a segment of your choice (e.g Denmark, UK, etc.), so you are free to use your native language.

The requirements for the banner are:

- Banner image with your logo and images in the format 1000x200 (.jpg or .png with no moving images)
- Date(s) of the festival
- The country + city in which the festival is held
- A “Call-To-Action” button or text

The banner you provide us with will be uploaded on Our 3 weeks before the festival and run for a minimum of 1 week.

If you **don't** provide us with a personal banner, **no later than 5 weeks before the festival**, we will use a standard template made by us. We do prefer for you to make your own, since it shows your identity and spirit

## Social Media

### Twitter:

- We share your blog post on our Umbraco Twitter account within the week of it being published. We will make sure to tweet at a time relevant for your target segment.
- Retweet of one or more of your festival related tweets on the Umbraco Twitter account (we won't retweet everything).
- **Tip:** remember to hashtag #umbraco and make your own festival related hashtag.

### Facebook:

- We will share your blog post on our Umbraco Facebook page within the week of it being published. We will make sure to post at a time relevant for your target segment.

### Instagram:

- If you send us a good picture of happy festival attendees during the festival, we'll make sure to add it to our popular Umbraco Instagram profile.
- It might be that one of the attending HQ members will beat you to this 😊 Anyhow, if we get a nice picture, we will share it to share the great atmosphere of the festival.

## A friendly disclaimer:

Lots of helpful promo on our various platforms, right? And straight to Umbraco loving and using people!

But we have to say this; by the end of the day, it's our...behind, that's on the line. That's why we hold the right to edit your text if that should be necessary, or ask you to rewrite if we feel like it doesn't fit our friendly tone of voice or looks like an advertisement for something completely different...

Also, if you **keep the suggested deadlines above we are more likely to be able to keep ours**. But sometimes things happen. Sometimes we might need to push things a week or two in order for it to fit into our content plan. Some things take priority to us: security blog posts, security emails, big releases etc. So all the above publishing dates are guidelines - which we often keep, so don't worry, but you know, it has to be said 😊

We look forward to hearing from you and helping you spread the word of your upcoming Umbraco festival!

All content should be sent to: [mst@umbraco.dk](mailto:mst@umbraco.dk)