

Spreading the Word



GETTING THE RIGHT PEOPLE TO HEAR ABOUT IT, AND KEEPING THEM IN THE LOOP FOR NEXT TIME.

Guide 02 left you with a room and a date. Now people need to find out. Most of this costs nothing but a bit of rhythm, and anything that does cost money is Guide 04's business. There are ready-to-copy post templates at the end for when you sit down to write.

01 START WHERE YOUR PEOPLE ALREADY ARE

The people you want are already gathering somewhere. National and larger regional Transformers groups and pages reach the widest audience quickly. Local and regional groups reach the people close enough to turn up, and they're often where the useful conversations are happening. You need both, and neither replaces the other.

Whatever you post, include anything the venue told you about age or times when you visited in Guide 02. You can only promise what the room allows, so say it plainly and let people decide.

02 ASK PEOPLE DIRECTLY

A public post is easy to scroll past. A message from someone you know, saying this is happening and you should come, is much harder to ignore. Think of the handful of people who'd be glad to hear from you and send each of them a short note of their own. It's also how a maybe turns into a yes, which matters when first events are such a hard sell.

Example: the Glasgow gatherings have grown mostly this way. Direct invites went out through the co-host's existing TFNation network, and the people who came the first time passed the word on. The public posts mattered, but the direct invites did most of the work.

03 GET YOUR RHYTHM RIGHT

Give people enough notice to plan around you, and not so much that it slips out of mind before the day. Treat your event listing, wherever it lives, as the hub. Put the full details there once, then post reminders that point back to it instead of repeating the whole announcement each time.

Fill that listing with the answers you gathered in Guide 02: the nearest station, the parking situation, whether there's step-free access. One clear graphic does more than a wall of text, and the free version of Canva is plenty to make something that looks intentional.

Example: the Newcastle meetup from Guide 01 is the cautionary version. Its date was fixed by a cinema screening and landed on a home football match day, so travel and parking got messy. Nothing could move the date, but posting early gave people the chance to see the clash coming and plan around it.

04 KEEP THE DOOR OPEN FOR NEXT TIME

When someone comments on or messages about your post, ask if they'd like to hear about future events. Keep a simple list, and message that list before your next announcement goes out publicly. That list is the start of a regular audience, not just a crowd for one date.

The best material for your next post comes from this event. Photos, short clips and small moments from the day make the next announcement land better than the last one.

Example: at the Newcastle meetup the host knew he tends to forget to take pictures. A Matrix prop and a wheelie figure with a mic on top were there as reminders, alongside video diaries and an end-of-day group photo, so there was plenty to use afterwards.

Once your event is firm, please let us know through **Moff@IACON.uk** so we can list it in the community calendar and include it in our monthly Facebook roundup. None of it replaces your own posting. It just carries the word a bit further.

// CLOSING NOTE

Next up is Guide 04, Spend Wisely, where a small budget gets put to work.

And remember, if you'd like support, Moff is happy to mentor and support anyone, just shoot him an email at **moff@iacon.uk**.

// APPENDIX

Example Post Templates

Copy, change the square brackets and make them sound like you:

EARLY ANNOUNCEMENT (4 TO 6 WEEKS OUT)

"Save the date! [Event name] is happening on [date] at [venue]. More details to follow soon, but if you want in, drop a comment or DM and I'll keep you posted."

DIRECT INVITE

"Hi [name], I'm hosting a small Transformers meet-up on [date] at [venue]. No pressure at all, but I thought of you. Would you like to come along?"

MID REMINDER (2 WEEKS OUT)

"[Event name] is coming up on [date] at [venue]. Here's what to expect: [one or two lines]. Nearest station is [X], parking is [Y]. [Any age or times note from the venue.] Comment or DM to confirm you're coming."

FINAL PUSH (2 TO 3 DAYS OUT)

"This is happening in a few days! [Event name], [date], [venue], from [time]. Come and say hi, you don't need to know anyone."

AFTER THE EVENT

"Had a brilliant time at [event name] this weekend, more on that soon. If you missed it, keep an eye out, the next one's already in the works."