

PROMOTE CYCLING



Planning your launch event

This document gives a general outline of what to consider when organising and hosting a Launch Event. Cycling offers a cheap and healthy transport option that delivers the reliable journey times. By holding a Launch Event you can create awareness around the Ready, Set, Cycle programme.

INTRODUCTION

Remember to start your promotions early for the launch event, and be sure to take lots of photographs. These can be useful when promoting future events amongst staff. Having senior management, well-known cyclists or industry experts to launch your event or holding a variety of activities to give people a flavour of what to expect from the programme can work really well.

POTENTIAL IDEAS

- **Countdown Campaign:** Start a countdown on your organisation's social media platforms and internal communication channels. Share daily cycling tips, inspirational quotes, or fun facts about cycling leading up to the launch day.
- **Mystery Route Reveal:** Coordinate a launch cycle keeping the route a mystery until the day of the event. Tease participants with hints about landmarks or scenic spots they'll pass during the cycle. (Measure the distance and estimate the time it will take to complete the cycle.)
- **Interactive Maps:** Create an interactive digital map of the cycling routes employees will explore. Include points of interest, historical facts, and fun challenges along the way.
- **Decorate the Workspace:** Deck out the office with cycling-themed decorations. Hang banners and posters, and have some bicycles on display.
- **Guest Speaker Sneak Peek:** Announce that a special guest speaker will be present at the launch to share their insights on the benefits of cycling.
- **Cycle-to-Work Pledge:** Encourage employees to make a commitment to cycle to work on launch day. Create a pledge board where they can write their names and the distance they plan to cycle.

- **Challenge Pledge:** Encourage employees to make a commitment to cycle once a week, cycle a certain number of miles or team up and save a certain amount of car driven kilometres or save a particular amount of CO₂.
- **Themed Refreshments:** Serve cycling-themed snacks and refreshments during the launch event. Consider energy bars, and smoothies.
- **Virtual Participation:** For remote or off-site employees, facilitate virtual participation by encouraging them to cycle in their own neighbourhoods on launch day. Create a hashtag for them to share their experiences online or through the organisation's internal communication platform.

OTHER CONSIDERATIONS

Competing Events - Check your organisation's calendar of events before committing to a date. The timing of your event and the audience could be affected by another event organised at the same time or day within your organisation.

Marketing - You want as many people as possible to know what the event is and why they should attend.

Consider the resources available to you such as mass email, noticeboards, social media, company intranet, and screens in communal areas. If you're feeling creative, think colourful posters with quotes to catch people's attention or, to be memorable, staff could create memes or gifs (this could also be made into a meme competition). Coordinate with internal communications teams to promote the event too.

Resources - Resources required for events include time, people, equipment and finance. Some of the questions you should address might include:

- How many staff or volunteers will the event require?
- Is there sufficient time to plan the event?
- Is the equipment required available for the period of the event?
Are there local sources of equipment?