



Dear Annabelle

Marketing, evaluation and support

With the Festival of Archaeology 2025 taking place from 19th July to 3rd August, if you have planned your event, now is the time to start telling everyone about it by adding it to the Festival event listing and planning promotion. If you are still planning your event, then you might want to think about how you could incorporate this year's theme of **"Archaeology and Wellbeing"** and how you might start to let people know about your events.

We know our regular organisers may already be prepared like a finely oiled machine, with all their contacts raring to go and tell people about their event, but we also have organisers who might be feeling a little unsure about how to do this!

We would highly recommend looking through our Marketing and Communications Pack in our [Organisers' Area](#) to get ideas, the latest logos and posters for 2025 as

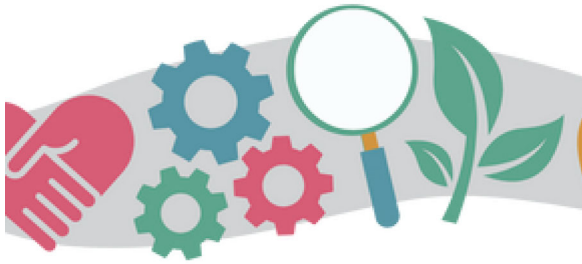
well as photograph permission forms. At the CBA, we use a mixture of paid advertising through BBC History and social media as well as our own bespoke communications through newsletters, our Facebook, X, Instagram, and TikTok accounts. We will also be exploring regional media outlets to include your events in.

Why not join up with other organisers in your local area and prepare a press release about all the events?

We have had a request from Accrington Library asking if anyone in their area would like to engage with them to do just that. Please email festival@archaeologyuk.org and we can put you in touch.

The next two online support sessions are on the 15th May, 1-2pm and 6-7pm, and you can pop online for a couple of minutes or spend longer asking for advice. We would also welcome any feedback about challenges you are having with your event or the support materials. You can book a place up to a few minutes before the start of each session.

Festival of Archaeology Organiser Support Sessions

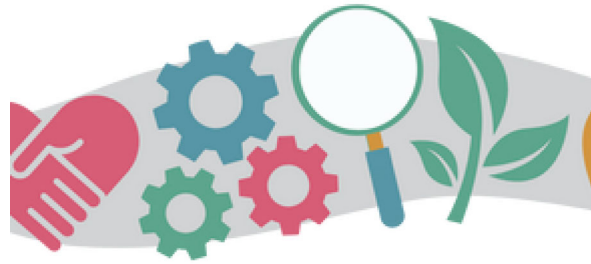


15 May 2025

Festival of Archaeology Organiser Support Session 3

Festival organiser clinic for drop in to ask questions or stay for the whole session and network

Festival, Zoom



15 May 2025

Festival of Archaeology Organiser Support Session 4

Festival organiser clinic for drop in to ask questions or stay for the whole session and network

Festival, Zoom

Evaluation

This year we will be working with JEM Associates to evaluate the Festival of Archaeology. The evaluation tells CBA what is working, not working and what could be done differently. Evaluating events and programmes is critical if we are to improve as an organisation, make the case for future investment, and most importantly, make sure people are enjoying the Festival. **Evaluation is also an important element for you**, as organisers running events as part of the Festival of Archaeology. It can also be very satisfying to understand what difference a project or event made and can help provide advocacy for future involvement of participants, volunteers and collaborators. We will be giving you information about this year's evaluation plans and tools in the next few weeks.

Forum

"Why can't I access the event organiser area like last year?"

We have made some slight changes to our website this year with a login now required to get access to our amazing **FREE** guides and resources. We also have a new **clone** facility to enable you to copy and edit an event from last year. If you're delivering a similar event again this year, this should save lots of time inputting the information, and you can simply update the dates, images, and make any changes to the text fields. All of the instructions on how to upload, edit, and clone events are in our step-by-step [How to submit your event](#) instructions.

"My event is on 5th August can I still add it to the listings?"

YES! We allow 2 weeks on either side of the official Festival dates as we know that lots of organisers have to allow for local holidays and events and also have their own programme. We promote these like we would any other event.

If you would like to talk to us about how you can incorporate wellbeing into your event or require any support, then we would be happy to have a chat. Contact our Festival Coordinator, Debbie Frearson at festival@archaeologyuk.org.

The Festival Team



Council for British Archaeology

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