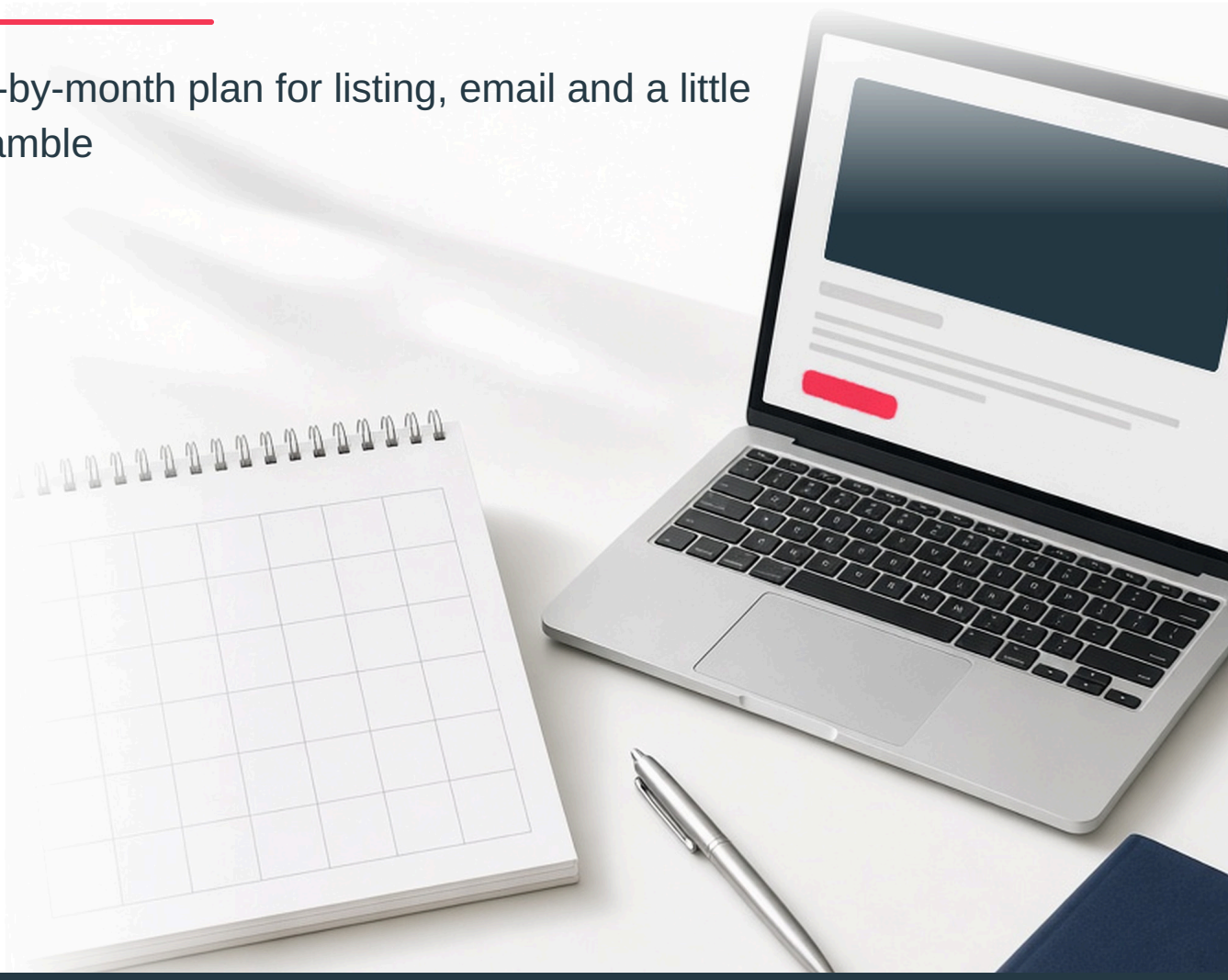
THE EVVNT 2027 EVENT PROMOTION GUIDE

A month-by-month plan for listing, email and a little less scramble



2027 EVENT PROMOTION

PLAN THE YEAR NOW. SAVE HOURS LATER.



The year gets away from event promoters fast. One minute you're catching your breath after New Year's Eve. The next, you're rushing to list a spring festival that should have been on local calendars in February.

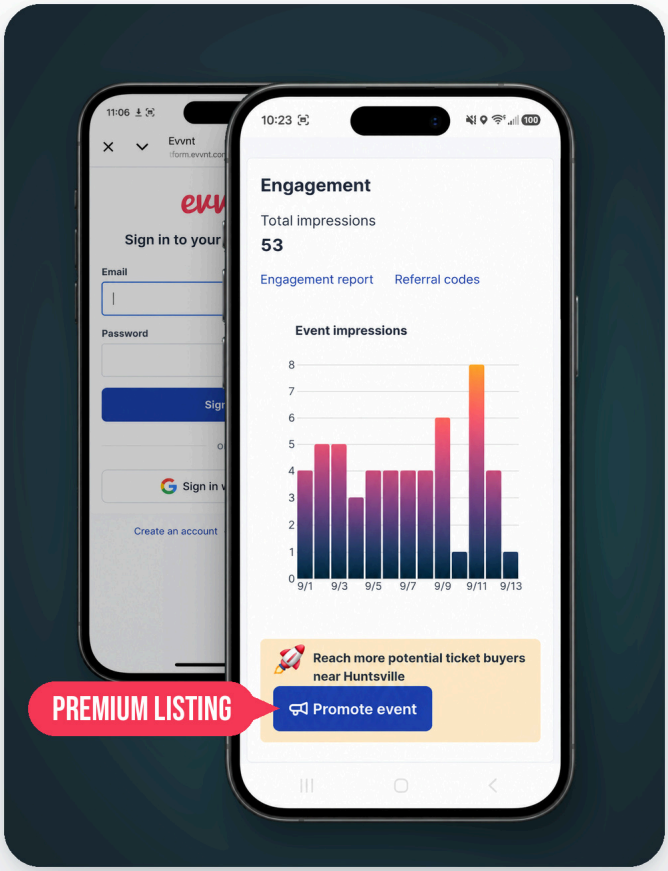
A little planning now saves a lot of hours later. This guide walks through when to list your 2027 events, when to reach local inboxes, and how to keep promotion from taking over your week. We've helped event promoters get their events seen for 14 years. Here's the rhythm we'd use.

Locals look for things to do all year, not just in December. They search "events near me," check local calendars and open emails when they're making weekend plans. The earlier your event is listed, the longer it has to be found.

Evvnt's network covers 5,500+ calendars, and roughly 100,000 events are posted on Evvnt every month. Posting on Evvnt is FREE, so you can get 2027 dates up as soon as you have a venue and a date. You can always update the lineup, the image or the ticket link later.

You don't need a complicated plan. You need a habit: list early, boost the events that matter most, and give future-you a head start.

5,500+	ROUGHLY 100,000	FREE	14 YEARS
calendars in Evvnt's network	events posted on Evvnt every month	to post your event on Evvnt	helping event promoters get seen



PREMIUM LISTING + PREMIUM EMAIL

TWO TOOLS TO USE ALL YEAR

You can post every event for FREE. When you want more visibility, these two are the ones to use.

PREMIUM LISTING

Premium Listing saves the hours you'd spend posting by hand. Submit once, and Evvnt distributes your event to 40+ targeted listing sites by category and location. A concert goes where people look for concerts, in the area where your audience lives. Every Premium Listing also gets an SEO boost, so your event is easier to find in search.

PREMIUM EMAIL

Premium Email brings your event to local inboxes. Evvnt provides a verified, opted-in list of local event-goers, and auto-designs the email from your listing. You don't need your own list, and you don't need to design anything from scratch. Premium Email is available for US events only.

As Hugh Torpey of MCi Group put it:

"When you are essentially building a conference brand from scratch, the Evvnt platform gives you the SEO boost needed to allow your customers to find you online. Without it, you can find yourself shouting in the dark."

And if you get stuck in any month, call us. Our in-house team is made up of real people you can reach by email, chat or phone.

MONTH-BY-MONTH PLAN

JANUARY AND FEBRUARY: GET THE YEAR STARTED



JANUARY

While the confetti is still being swept up, get your first-quarter events listed. Start with a clear title, a bright image, the date, the venue and a ticket link. If you run a winter series, post the whole run now and update details as they lock in.

January is also a good moment to look back. Which events got the most interest? Which listings felt rushed? Use that to make a simple plan for the year: which events get a Premium Listing, and which US events get a Premium Email.

FEBRUARY

Valentine's dinners, winter concerts and indoor markets do better when they show up on calendars in late January or the first days of February. People make weekend plans quickly this time of year. If you already have spring events dated March through May, start those listings now too.

THIS MONTH, DO THIS:

- [ ] List Q1 events as soon as the date and venue are set
- [ ] Decide which 2027 events get a Premium Listing
- [ ] List Valentine's and late-winter events early
- [ ] Refresh titles, images, ticket links and venue details
- [ ] Note which US events should get a Premium Email
- [ ] Start spring (March–May) listings



MONTH-BY-MONTH PLAN

MARCH TO MAY: SPRING AND THE START OF OUTDOOR SEASON

MARCH

St. Patrick's Day events, spring markets and early festivals should already be live. Use the rest of the month to get April and May on the calendar. Outdoor season is coming, and the events listed early are the ones locals can actually find.

APRIL

Spring festivals, Easter weekend events and outdoor venues coming back to life. Check that every live listing still has the right time, address and ticket link. Added a new performer or a new ticket type? Update the listing so the details stay accurate.

MAY

Mother's Day, graduation gatherings and Memorial Day weekend. This is also the month to get summer on the books. Concert series, night markets, outdoor movies and Pride events should be listed before June arrives, not the week they start.

THIS MONTH, DO THIS:

- [ ] Confirm St. Patrick's, spring market and early festival listings are live
- [ ] Update lineups, times and ticket links as they change
- [ ] List April and May events
- [ ] Get summer series, Pride and Memorial Day weekend listed before June

MONTH-BY-MONTH PLAN

JUNE TO AUGUST: SUMMER, WITHOUT THE SCRAMBLE



JUNE

Pride, Father's Day and the start of summer series. Keep listings accurate as lineups come together. If you sell tickets, early-bird and VIP ticket types are a simple way to reward the people who plan ahead. Evvnt Ticketing is FREE for event promoters, and ticket buyers cover the fees. You can add merch at checkout too, and use seating charts for shows where that helps.

JULY

Independence Day events and peak summer weekends. A busy month is exactly when promotion tends to slip. Keep what's live up to date, and start listing late-summer and early-fall dates so August isn't a scramble.

AUGUST

Back-to-school nights and late-summer festivals. August can look quiet on the surface. It isn't, if you use it to get fall listed. Halloween events, fall festivals and September shows should start appearing on calendars now.

THIS MONTH, DO THIS:

- [ ] Keep summer listings accurate as lineups lock in
- [ ] List late-summer and early-fall dates in July
- [ ] Set early-bird or VIP ticket types if you sell tickets
- [ ] Use August to list fall festivals, September shows and Halloween events



MONTH-BY-MONTH PLAN

SEPTEMBER AND OCTOBER: FALL, HALLOWEEN AND A HEAD START ON THE HOLIDAYS

SEPTEMBER

Fall festivals, watch parties, heritage events and the return of indoor seasons. List October and November events now, and start thinking about holiday shows. The earlier a December event is listed, the more time it has to be found.

OCTOBER

Halloween is the obvious one. October is also when holiday and New Year's Eve listings should go live. People start making December plans once the decorations come out. If you want a Premium Email for a US holiday event, book it while you still have time to pick a send date.

THIS MONTH, DO THIS:

- [ ] List October and November events
- [ ] Get holiday and New Year's Eve listings live in October
- [ ] Book Premium Email for US holiday events while you can still pick a send date

MONTH-BY-MONTH PLAN

NOVEMBER AND DECEMBER: HOLIDAY SEASON AND NEW YEAR'S EVE



NOVEMBER

Holiday markets, giving-season fundraisers, Thanksgiving weekend shows and Black Friday ticket offers. If you're running a special ticket type for a holiday sale, you can add a set quantity at a set price and switch it on when the sale starts. When those tickets are gone, they're gone.

This is also the month to book Premium Email for late-November and December US events, while people are still making plans. New Year's Eve parties should already be listed, not waiting until mid-December.

DECEMBER

Holiday shows, Christmas markets and New Year's Eve. Keep listings accurate as details change, share your listing link, and use the last weeks of the year to post January events. That way you don't start the next year from scratch.

THIS MONTH, DO THIS:

- [ ] Promote holiday markets, fundraisers and Thanksgiving weekend events
- [ ] Book Premium Email for late-November and December US events
- [ ] Post January events before the year ends
- [ ] Set up any Black Friday ticket offer (set quantity, switch it on for the sale)
- [ ] Keep NYE listings accurate and easy to share

YOUR 2027 PROMOTION CHECKLIST

Keep this next to your laptop and work through it as the year goes.

January–February

- [ ] List Q1 events as soon as the date and venue are set
- [ ] Refresh titles, images, ticket links and venue details
- [ ] Decide which 2027 events get a Premium Listing
- [ ] Note which US events should get a Premium Email
- [ ] List Valentine's and late-winter events early
- [ ] Start spring (March–May) listings

March–May

- [ ] Confirm St. Patrick's, spring market and early festival listings are live
- [ ] List April and May events
- [ ] Update lineups, times and ticket links as they change
- [ ] Get summer series, Pride and Memorial Day weekend listed before June

June–August

- [ ] Keep summer listings accurate as lineups lock in
- [ ] Set early-bird or VIP ticket types if you sell tickets
- [ ] List late-summer and early-fall dates in July
- [ ] Use August to list fall festivals, September shows and Halloween events

September–October

- [ ] List October and November events
- [ ] Get holiday and New Year's Eve listings live in October
- [ ] Book Premium Email for US holiday events while you can still pick a send date

November–December

- [ ] Promote holiday markets, fundraisers and Thanksgiving weekend events
- [ ] Set up any Black Friday ticket offer (set quantity, switch it on for the sale)
- [ ] Book Premium Email for late-November and December US events
- [ ] Keep NYE listings accurate and easy to share
- [ ] Post January events before the year ends

Year-round

- [ ] Post your event on Evvnt (FREE)
- [ ] Upgrade to Premium Listing: submit once, reach 40+ targeted listing sites, with an SEO boost
- [ ] Book a Premium Email: we provide a verified, opted-in list (US events only)
- [ ] Questions? Real people can help by email, chat or phone.

GET YOUR NEXT EVENT LISTED

Keep this guide handy for the whole year. Print it, save it, or share it with your team. Then get your 2027 dates up, and give the big ones a boost.

Post your event (FREE)

Upgrade to a Premium Listing

Book a Premium Email

Questions? Real people can help by email, chat or phone.





