

## COMING EVENTS

Do you have an event which you would like included in the Southern Highlands Coming Event Calendar, on the Tourism Southern Highlands website: [www.southern-highlands.com.au](http://www.southern-highlands.com.au) ?

Well then, this is what you need to do!

### OPTION ONE

1. Go to the TSH Website [www.southern-highlands.com.au](http://www.southern-highlands.com.au) and then into the **Festivals & Events** category.
2. Then into the month in which your event is planned to take place. Simply double click on the appropriate calendar.
3. Here you will find the opportunity to upload your event information, by clicking into the **Contact Us To Add A New Event** link. A pdf of this form follows: [Add A New Event](#) just for your information, the actual form needs to be completed online.
4. Once the form is completed online and submitted, you will need to forward your jpg formatted image to our event email: [events@wsc.nsw.gov.au](mailto:events@wsc.nsw.gov.au)

### OPTION TWO

(For Event Organisers Who DO NOT Have Internet Access)

1. Phone TSH on 4871 2888 and ask for the Coming Event Request To Add An Event Form.
2. This form can be mailed or faxed to you for your completion and return. It will **not** be emailed, as it is only for use when internet access is unavailable.
3. You will then return this form to TSH, along with a jpg formatted image (to be provided on a disk). If no image is available, TSH will allocate a generic image to suit your event.

### Tips for good event communication:

- Note down key selling points first - why will people want to come to your event?
- Keep sentences short and to the point - important information only but descriptive enough to arouse interest - What is happening? Who or what are the highlights and key selling points?
- Include prices and times.

### Note:

Strict cut off dates apply to Coming Event information, which is forwarded to Regional Publishers for use in the quarterly Southern Highlands Visitors Guide. These deadlines are:

Publication Date	TSH Deadline
Summer VG	1 November
Autumn VG	1 February
Winter VG	1 May
Spring VG	1 August