



HOW TO RAISE AWARENESS OF THE NEWCASTLES OF THE WORLD ALLIANCE IN YOUR NEWCASTLE

Carry information on your municipality **WEBSITE** - information about the alliance - also our newsletters

best example - <https://www.neuchatelville.ch/en/votre-commune/relations-exterieures/neuchatel-du-monde/#panel-3374-15>

more examples - <http://www.kicnovehrady.cz/informacni-centrum/newcastles-of-the-world-81386>

<https://www.newcastle.gov.uk/your-council-and-democracy/councillors-and-democracy/lord-mayor/town-twinning>

<http://www.jaunpils.lv/twinning.php>

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PRESS RELEASES - example 1 - 20th anniversary book - <https://www.chroniclelive.co.uk/news/north-east-news/you-know-more-100-newcastles-15185141>

example 2 - passport - <https://www.chroniclelive.co.uk/news/north-east-news/newcastle-across-world-germany-japan-13306906>

example 3 - delegates going to our conference - <https://www.chroniclelive.co.uk/news/youngsters-jet-czech-republic-global-7050465>

example 4 - general - <https://www.chroniclelive.co.uk/news/north-east-news/how-many-newcastles-around-world-1368738>

radio (even local) TV interviews associated with our news stories or features

newspaper and magazine features - see article published in Switch on to Arts and Business Summer 2018 - <https://newcastlesoftheworld.files.wordpress.com/2018/11/newcastles-article.pdf>

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TALKS AND PRESENTATIONS - we give 10 or 12 illustrated talks a year in Newcastle upon Tyne to various organisations, the most frequent being rotary clubs. Here is an example of an advertisement for one talk. <http://www.litandphil.org.uk/whats-on/2018/jun/newcastles-of-the-world/>

Here is a presentation about Newcastles of the World, updated November 2018, which can be used to illustrate and support talks - <https://newcastlesoftheworld.files.wordpress.com/2018/11/newcastles-of-the-world-20181.pdf>

You could organise an **ANNUAL MEETING** among the influencing individuals and key organisations in your Newcastle to report on what Newcastles of the World has done and what is planned for the year ahead. We have such a meeting being organised for 22nd November in Newcastle upon Tyne, with feedback on our conference in Shinshiro and to outline future plans.

EXHIBITIONS - here is part of the exhibition that we were able to put on for 6 weeks at our main city centre library in Newcastle upon Tyne. There was also a video screen with a loop of images from many different Newcastles.



You might also try to persuade your main library to set aside part of a shelf to carry books from different Newcastles (reference or lending). If you would like to do this then we can ask Newcastles to send their best tourist book to you.

As well as organising your own exhibition once in a while, you should consider taking a Newcastles of the World STALL or STAND at some of the major exhibitions, events and fairs in your city. In Newcastle upon Tyne we have a pop-up banner for such use -

<https://newcastlesoftheworld.files.wordpress.com/2018/11/newcastles-of-the-world-pop-up-1.pdf>

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LEAFLETS OR POSTERS for your municipality offices, libraries and tourist information centres - see here for specimen copy of a leaflet which you can adapt/translate -

<https://newcastlesoftheworld.files.wordpress.com/2018/11/newcastles-of-the-world-leaflet-2018.pdf>

FACEBOOK - encourage people from your Newcastle to "like" our Facebook page -

<https://www.facebook.com/nclsoftheworld/>

- or set up your own Newcastles of the World Facebook page in your own language

TWITTER - encourage people from your Newcastle to follow us on Twitter -

<https://twitter.com/NCLsoftheworld>

- or set up your own Newcastles of the World twitter page in your own language

NEWSLETTER - we send our newsletter to over 2000 people - and if we can all encourage your people to share the newsletter then the awareness will build. At the very least your municipality Facebook administrators should be sharing our newsletter and links.

Or translate articles that you think will be of most interest locally and share the stories yourself.

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Why not print our website and contact details on your own **BUSINESS CARD**?

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What more can we provide centrally from the Secretariat?

We can provide content (copy and artwork/images) for you - just ask

Should we create a network of press and public relations officers to share ideas?