

Marketing campaign IF Oxford 2025

Guidance for promoting specific events and Oxford science and Ideas Festival

Thank you for helping us spread the word about IF Oxford! Here's how you can adapt and personalise messages to effectively reach different audiences and promote our brilliant community-led Festival.

if-oxford.com

Raise awareness, engage the community, drive attendance and create the Festival buzz!

IF Oxford brings science, innovation and ideas to life with a huge range of events where anyone can get up close to world-leading ideas and meet the people changing the world for the better. The Festival runs **17 Oct — 2 Nov** with 100+ events and activities across Oxford and beyond.

The time to tell friends & family, book tickets and get involved is now!

Action Please raise awareness of events by encouraging your networks to create and re-post IF Oxford content. Sharing of “your top picks” will help people like you find and book their own tickets.

1. **Identify a target audience, eg:**

- Families, young adults, science enthusiasts, students, and educators in and around Oxford
- Media outlets, influencers and science communicators who can amplify the Festival's reach

2. **Personalise the Message..., eg:**

Consider what event(s) might interest them the most and why they should attend.

...for schools / parents: family-friendly activities or educational workshops.

...for local businesses: the investment in future careers and community engagement.

...for University Departments: academic or cultural events that may align with their area of interest.

3. **Email template to adapt:**

Subject: Join in and spread the word about **[Event Name]**

Dear [Recipient's name],

As we get closer the start of Oxford science and ideas Festival **Fri Oct 17 — Sun 2 Nov**, I'm highlighting to you **[Event Name]**, happening on **[Date]** as part of IF Oxford this year! It is something you and your community might really enjoy, and we'd love your help spreading the word – have a look at the event details here **[hyperlink redirecting to website page of the event]**.

The full IF Oxford 2025 programme with feature articles is available at if-oxford.com, where you can search, browse flyers, and book events.

Help Promote IF Oxford:

- Print and display the poster: <https://if-oxford.com/media-pack/>
- Repost about the event on your social media pages and tag **@Oxford_if** and use **#IFox2025**

Thank you in advance for your support — we hope to see you and your community at the Festival!

4. Social media Direct Message template to adapt:

Have you heard about the Oxford science and ideas Festival this October? It's 100+ events, mostly free, meaning there's something for everyone—whether it's learning to communicate with animals using AI, getting hands-on in several zones with interactive demos, meeting scientists, or enjoying comedy nights and thought-provoking discussions on life choices, inventions and optical illusions.

See the programme and book your free tickets 🎫👉 <https://if-oxford.com> 🕒📅 17 Oct—2 Nov 🌐🌍

5. Examples of networks to approach

- **Schools** (contacting directly Headmaster or Deputy to have the programme circulated to parents)
- **Whatsapp groups** (parents school groups)
- **Alternative learning** (Routes radical learning, Montessori Oxford)
- **Libraries, Council, Daily Info** (events / copy need uploading <https://www.dailyinfo.co.uk>).
- **MyNextdoor** (<https://nextdoor.co.uk>),
- **Facebook** (Parents groups, eg. Mumsnet, Little Explorers, Scouts Oxfordshire, Oxfordshire parents),
- **Local interest groups / clubs** ([community centres in Oxfordshire](#), [sport club Oxfordshire](#)),
- **Medical practice, Corporations** (Businesses in Oxford that may sponsor events or encourage their employees to attend),
- **Tourism Office, University Students and Staff** (Targeting colleges and department).

6. Redirecting to IF Oxford website & social media

- **Website:** <https://if-oxford.com>
- **Social Media Pages:**

Facebook:	https://www.facebook.com/Oxford.IF
Instagram:	https://www.instagram.com/oxford_if
Twitter:	https://x.com/oxford_if
Eventbrite:	search: Oxford science and ideas festival UK

Encourage people to share the event on their social media and tag **@Oxford_if** and **#IFox2025**

7. Follow-Up

It's often helpful to follow up with a quick message or thank them if they've shared the event. This builds goodwill and helps keep your event in mind.

Thank you for helping us spread the word!

Your efforts make a huge difference in the success of our community's events and its annual festival.