CREATE AN IRRESISTIBLE EVENT LISTING

Help families quickly understand what they'll experience—
and make them want to participate.

STEP 1. TITLE — Catch Their Attention
Make it clear, specific and inviting.
Instead of: Family Science Event**, Try:** Slime Lab: Mix, Stretch & Experiment!

My Event Title: _____

STEP 2. DESCRIPTION — Put the Experience First
Lead with what families will actually DO? *Make • Try • Explore • Discover • Create • Experiment • Move • Build*
What makes the experience special? *Solve a challenge • Explore together • Get creative • Make a discovery • Take something home*

BUILD YOUR DESCRIPTION
Use this simple frame to get started.

At [EVENT NAME], families will [WHAT THEY'LL DO] while [WHAT MAKES THE EXPERIENCE SPECIAL].

STEP 3. MAKE IT FIT
LONG DESCRIPTION — 450 characters
Tell the fuller story of the experience.

_____

_____

_____

SHORT DESCRIPTION — 200 characters
Capture the experience in its simplest, most compelling form.

_____

_____

STEP 4. BEFORE YOU SUBMIT
Does your listing...

- ☐ Make clear what families will do?
- ☐ Use specific, active language?
- ☐ Make clear what makes the experience special?
- ☐ Accurately reflect the experience?
- ☐ Fit the character limits?
- ☐ Make timing expectations clear if your event has a set start time?