

THE GUIDE

USING QR CODES

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A **QR code** is a type of barcode that looks like a square filled with small black-and-white pixelated patterns. When scanned with a phone, it will direct viewers to your website, event listing, form etc.



2

QR codes are **quick and easy** to set up and use. They're a great **space-saving** tool and offer audiences an opportunity to find information or complete a ticket purchase on their **personal devices** and **at a time that suits them**.

3

They are **easily accessible** for anyone with a **smartphone with a camera** and **internet** access. Simply open your camera, hold your phone over the QR code (as if taking a picture) and click the link that will pop up on the screen. This will then open your link. Have a go with the QR code above!

4

If you have chosen to use **online ticketing** for your events, you will have noticed that your **print materials** are now equipped with QR codes that send users directly to your event tickets - making the booking process easy and quick!

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You will also find a QR code on the '**Join our Mailing List**' posters provided in your print pack. This directs anyone who scans the code to a **simple sign up form** to join our mailing list. Could you consider this for your own contact mailing list?

6

There are a few ways to **create QR codes** and all you need is the **URL link** to your destination. To access this link, simply visit the website on your desktop or smartphone and copy the link starting **www.** from the search bar.

7

You can use **free online QR code generators** such as **bit.ly.com** or **qrcode.co.uk** to create and download your QR or if you have a free Canva account, you can also use this. **Download your code in jpeg format** to use on documents created in Word or upload to social media/your website.

8

Share your QR code in different ways. Once you have your code it can be used on posters, noticeboards, in newsletters or emails, on print-outs on tables... the possibilities are endless!

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Use QR codes as a quick and easy way to **publicise your other events!** If you have other events coming up, why not create a QR code to your events listings or ticket platform and put them on seats at your event?

10

Don't be scared to use QR codes! **Your audience will have encountered them** in many ways before (restaurant menus, bus timetables etc) and should find the process simple. Why not get together with your committee and share how they work to help out anyone who may need a helping hand?