



Creating a Buzz for Your Next Event



CREATING A BUZZ FOR YOUR NEXT EVENT

For anyone who has ever experienced both the challenges and excitement of event management, there are certainly some vital steps to take for fostering effectiveness, engagement, maximum attendance, and overall success according to your business objectives.

An important part of our services here at MediaDev is to generate traffic to events. Here is our best practices guide for creating a “buzz” at your next event by maximizing attendance levels. From the heart of our business experience to yours, we hope that this can support you and contribute to the success of your next event.

Before focusing on traffic generation to your event, let’s revisit the basics a little; don’t forget about the 4 P’s of marketing, which are Product, Place, Price and Promotion. This will assist you to create a focused and concise event plan with the ability to evaluate your success

IMPORTANT STEPS OF EVENT TRAFFIC GENERATION

1 INVITE THE RIGHT PEOPLE

Decide on your key audience. You should already have a pipeline of nurture prospects available. And those prospects should already be aware of or have some kind of introduction to the brand beforehand so they are not struck with too much surprise once they are contacted with an event invitation.

2 BRAND RECOGNITION

Understand that brand recognition is vital. If people know the brand, product and reputation, they are more likely to be interested in the event and commit to attending. For less known brands or products, be prepared to come up with a brand education strategy to attract and sell interest. It could be a connection to another well-known brand, the presence of well-known guest speakers, or additional benefits of attending such as excellent networking or business opportunities.

3 COMMUNICATE, COMMUNICATE AND COMMUNICATE SOME MORE

Impressions last! Your key contacts are busy! They may forget that you have contacted them or they may not show enough interest in the event without a great pitch, but they could have other invitees to recommend and speak with in their business. Navigating within accounts to find all relevant contacts to reach out to is key to maximizing communication efforts.

What will make you stand out from the crowd is personalization; clear reasoning outlining the benefits for prospects, and consistent follow up.

CREATING A BUZZ FOR YOUR NEXT EVENT

4 ONLINE MARKETING

We recommend creating 4 event HTML's and sending 7 email blasts over the course of 2 months;

- * **“Save the Date”**: To be sent 8 weeks prior to the event
- * **“Register Now”**: To be sent 6 weeks and 4 weeks prior to the event
- * **“Spaces Still Available”**: To be sent 3 weeks and 2 weeks prior to the event
- * **“Last Chance to Register”**: To be sent 1 week, then 2 days prior to the event.

5 FOLLOW UP

Friendly reminder calls need to be made to remind prospects to attend the event (so that you don't end up with a bunch of no-shows the day of the event). There's nothing worse than paying for a location only to have it empty! We recommend calling all registrants 2 to 3 days prior to the event to remind them to attend, and to get them excited about going. We also recommend making post-event follow-up calls in order to leverage ROI:

- * **Call back attendees to assess their level of satisfaction with the event and see if they require any additional action. Here we can try to identify qualified leads and set appointments for a one-on-one sales meeting.**
- * **Call back registered prospects who did not attend the event to understand why they were unable to attend. The call-to-action is to incite prospect nurturing (they can even be sent post-event documentation) and generate qualified sales leads.**

6 EVALUATION

Make an assessment of the effectiveness and quality of your event by compiling client and employee feedback. Give a recap and feedback to your team. Ensure that your contact database is updated and ready for future campaigns.

About MediaDev

For over 25 years, we have been working with technology leaders and helping business grow, branch out to new markets and connect with strategic partners. Our holistic approach means you have access to a wide range of services, making us your one-stop-shop for software marketing.



Disruptive Marketing for Software Vendors
contact@mediadev.com | mediadev.com