

Event Marketing

Driving the Right Behaviors Pre-Event

Campaign:

#BeTheMovement

We want to know how you move! Show us your best dance moves when you sign up for your designated event. Attendees pre-registering for sessions will be entered to win specialty event swag.

3 Behaviors our movement can drive:

1. Early Registration
 - a. Keep on-track with head count goals
2. Breakout Session Registration
 - a. Know which sessions are trending
3. Engagement with Experts
 - a. Develop early relationships with on-site experts

Social Media Strategy:

→ **Optimize event hashtags**

- ◆ Use short and catchy hashtags to promote the event
- ◆ #BeTheMovement #CenturyLink2019

→ **Attendees can promote too**

- ◆ Using our knowledge of pre-sign ups, during breakout sessions to announce to attendees they should start promoting the sessions they are attending
- ◆ Use the people at the event to promote what the event is like and offer incentives like prizes

→ **Create buzz on social platforms**

- ◆ Attendees get to interact with experts and chat with one another about the event

Channels:

→ **Facebook**

- ◆ facebook live

→ **Twitter**

- ◆ utilize the poll feature to get attendees excited

→ **LinkedIn**

- ◆ use short videos of the event to post throughout the day

→ **Blog**

- ◆ write a blog post before event promoting it and giving a call to action

Types Of Content:

- 1. Create promotional videos**
 - a. Fun video of event being set up
 - b. Short promo of headliner, or expert speaker
 - c. Facebook live going over the events itinerary
- 2. Write blog posts before and after the event**
 - a. *Before:* listing the itinerary and docket
 - b. *After:* testimonials from follow up emails, attendees photos/video, and #BeTheMovement winner(s)
- 3. Post polls for engagement with clients**
 - a. On twitter & insta stories
 - b. Questions relating to clients brand
 - c. Favorite breakout session

Lead Generation:

- 1. Make it easy to provide attendee info**
 - a. Tracking of who attends what
 - b. Get email/contact info
 - c. Get interest level
- 2. Provide event poll info to speakers real time**
 - a. For speakers/experts get them what they need to engage quickly
- 3. Make it easy for experts to engage with prospects**
 - a. Get the right people together

Post event:

- **QR Code scanning**
 - Contact scanned attendees how they enjoyed the technology and paper free event
- **Jimmy “thank you” notes for attending**
 - Send out personal notes & offer services
- **Feedback is important to keep engagement**
 - Send out follow ups on how we did to attendees and event hosts