Event Marketing Template

Pre:

Setup a Ticket Registration page (Using Eventbrite and PayPal) including:

- ❏ Event Title
- ❏ Speakers
- ❏ Agenda
- ❏ Date and Time
- ❏ Map
- ❏ Ticket Prices for *Early bird, General* and *2 or more*
- ❏ Registration and payment
- ❏ Social media share buttons
- ❏ Confirmation email and tax receipt

Marketing the event:

- ❏ Email event invites to your subscribers
- ❏ Encourage speakers to share
- ❏ Encourage attendees to share
- ❏ Encourage sponsors to share
- ❏ Invite journalists/bloggers/influencers as VIPs for free
- ❏ Use social media – re-tweet competitions can be very effective!
- ❏ Reach out to other networks that might be interested in your event
- ❏ Send a follow up email a few hours before ticket sales close (text only works best)

During:

- ❏ Have free WiFi
- ❏ Have a hashtag for Twitter and Instagram
- ❏ Encourage people to tweet
- ❏ Take photos
- ❏ Film presentations
- ❏ Record testimonials from attendees
- ❏ Organise a tweet up in the breaks
- ❏ Have printed out feedback forms

Post:

Setup a Resources page including:

- ❏ Thank you message
- ❏ Presentation slides (Slideshare)
- ❏ Resources to download
- ❏ Websites referenced throughout presentations
- ❏ Contact details and a Call To Action

Follow up:

- ❏ Post photos to Facebook and tag attendees where possible
- ❏ Add videos to YouTube
- ❏ Send attendees a thank you email with a link to the resources page
- ❏ Email an event summary to people who missed out