

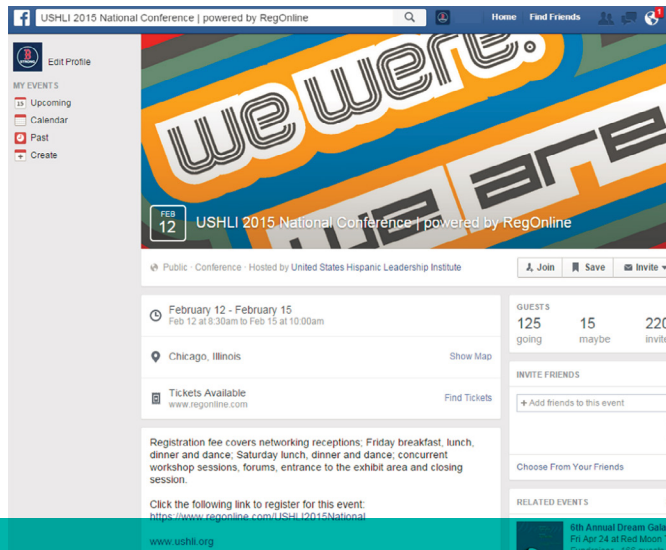


Smarter Solutions for Meetings, Events & Travel.

# RegOnline® by Lanyon

PART OF THE SMART EVENTS CLOUD

## Social Media Marketing



Lanyon | The Science of Bringing People Together

**SMART Events 2016**  
 Friday, July 08, 2016 - Sunday, July 10, 2016

San Diego  
 Marmott Hotel  
 333 West Harbor Drive  
 San Diego, California 92101  
 United States  
 Phone: 555-555-5555 | Email Us

[Personal Info](#) [Lodging & Travel](#) [Merchandise & Donations](#) [Checkout](#) [Confirmation](#)

**Your registration is complete.**  
 Now, invite your friends and co-workers!

facebook | Send an Email | twitter | LinkedIn

Invite Your Friends | Tell Your Network

## Create A Buzz Around Your Event With Social Media Marketing

**“Lanyon has allowed us to easily ‘get the word out’ at a much lower cost than using mailings.”**

- Gwen Sachnoff, Meeting and Conference Planning Consultant, Centris Group

The Lanyon Smart Events Cloud™ brings together leading technologies for event marketing, strategic meetings management and corporate travel. RegOnline by Lanyon - part of the Smart Events Cloud - is the easy to use, affordable online registration and event management solution for events of all sizes.

Get the word out about your event using social media and promotion tools from RegOnline by Lanyon – the easy-to-use, affordable online event management solution for events of all sizes. Expand your marketing reach with built-in social networking tools via Facebook, Twitter, LinkedIn and more.

### Add Your Event to Facebook

Share your event with friends, family, and colleagues by

pushing it to Facebook. All they need to do is click on the link to go directly to the event website.

### Promote Your Event on Twitter

Promote your event on Twitter in 140 characters. Spread the word with your event hashtag and drive registration by linking to your event website.

### Empower Your Registrants to Spread the Word

After event registration, attendees can click on links to Facebook, LinkedIn, Twitter or email to share the event with their social networks.

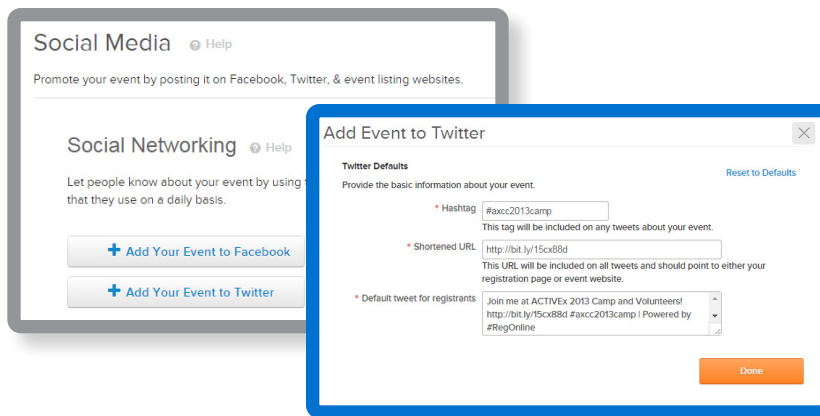
### Get Insight on Social Referrals

View a snapshot of which social channels drive the most referrals to your event website.

[RegOnline.com](http://RegOnline.com) | [@Lanyon](https://www.facebook.com/Lanyon)

Lanyon is the **only** company that provides **comprehensive software solutions** for meetings, events and corporate travel.

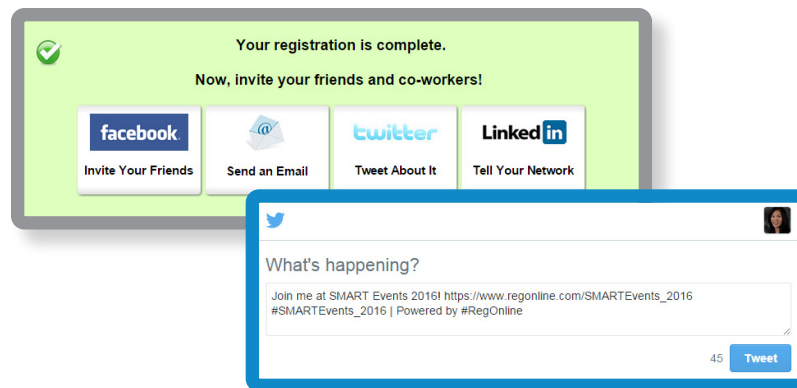
For more information, please visit:  
[sales@lanyon.com](mailto:sales@lanyon.com) EMEA: **+44 (0) 203 743 3256**  
 USA: **888 351 9948** APAC: **+65 3158 8740**



## Promote Your Event on Social Media

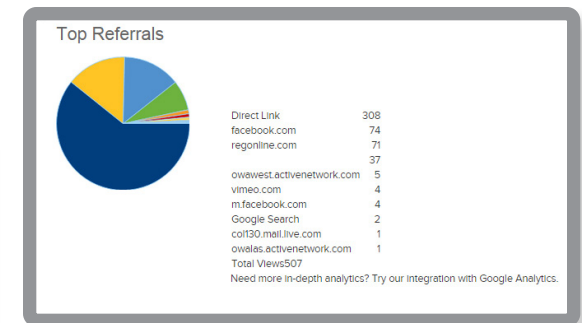
Quickly and easily promote your event on Facebook, Twitter, or event listing websites. Include a link to your registration page and hashtags to encourage conversations before, during and after your event.

## Extend your event reach with Social Media from RegOnline by Lanyon.



## Increase Your Event's Word Of Mouth

After your guests register for your event, they are provided options to invite their co-workers or friends through email, Twitter, LinkedIn and Facebook.



## View Top Referrals to Your Event

View which marketing and social channels drive visitors to your event website, helping you to maximize your event marketing efforts.

RegOnline.com | @Lanyon