



MARKET YOUR EVENT LIKE AN EXPERT



The right event marketing will ensure you get the word out about your event and get the right audience and numbers to attend. BUT your marketing efforts should not stop there. Event marketing has come a long way beyond simply inviting people and getting them to register. Your event marketing should build a buzz around your event, get your registrants engaged and talking about it long before it takes place and maintain that momentum after it finishes.

But how do you create a marketing campaign that does all that with limited resources and budget?

With the right event management tools and a dash of innovation, you can work wonders for your event marketing. RegOnline® by Lanyon offers a host of easy-to-use marketing tools that deliver professional looking results without the price tag of outsourcing to web designers and other contractors. Here, we'll walk you through some top tips on how to successfully market your event throughout the attendee journey and derive the most value.

“ RegOnline was a great way to incorporate a customized branding in all our electronic communication. Keeping track of who was attending and printing name badges was easy. ”

M.T. Hickman, Program Coordinator, Richland College

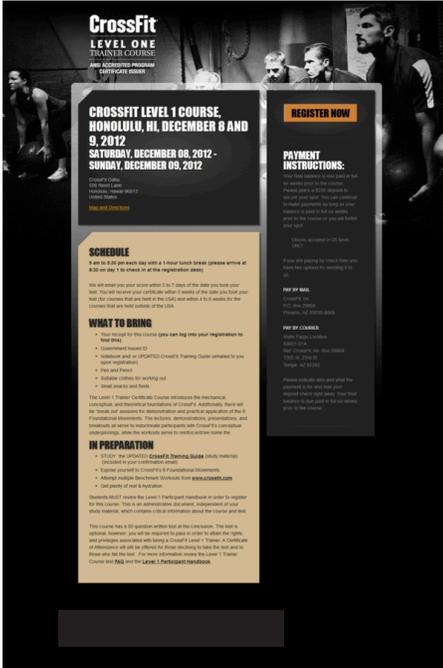


Fig. 1 - Sample Event Site from CrossFit

1. Start with a great event website

Your event website is your biggest promotional tool. It is where your audience will be directed from all of your other communication channels, and it's the place your event audience is likely to spend the most amount of time interacting with your brand in advance of your event.

With this in mind, it's important to impress your audience with a sleek professional looking website that is easy to use and navigate. With RegOnline's website tools, you and your staff can easily set up and manage your event website without the help of outside designers and IT, and you do not need any prior HTML knowledge (see Figure 1).

It's important to maintain consistency across your event promotions and marketing to build brand awareness throughout the event journey. Use RegOnline's Theme Designer to choose from a variety of professional looking templates and design themes that you can customize to reflect your organization's logo and branding.

Ensure event information and content are kept up to date at all times on your website. Consider posting the event schedule, session highlights, sponsors, and contact information. This is really quick and easy to do with RegOnline's content management system, which offers built-in optimization tools so your site content can be easily found in search engines. Another popular addition to your event website is a directory of event registrants, which allows other attendees to see who is attending and begin networking in advance of the event.

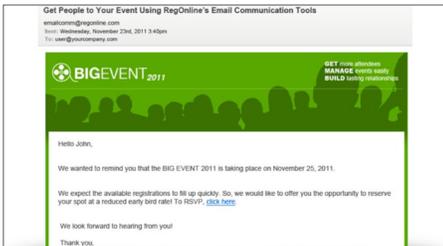


Fig. 2 - Sample Email Invitation

2. Use email to engage before, during and after your event

Email is a fantastic online marketing tool that is both cost effective and measurable. And when email marketing is done right, it is a particularly powerful tool for driving event attendance, boosting brand awareness and creating ongoing engagement with your event audience.

Before your email campaign, take a look at your marketing list and see how you can maximize its potential. Developing a clean marketing list - one that you can effectively segment by demographics and use for personalization is ideal. If you're pulling your list from an old excel doc, it may take a little more work to clean up, but with the right email tool, you can manage, update and maintain your list on an ongoing basis.

Good email marketing is professional in appearance and deployment. Be careful not to spam your lists or your contacts are likely to unsubscribe. On that note, it is also important to always include the option to unsubscribe from your email list for legal reasons. Any good email marketing system should include this as standard.

With RegOnline's email tool you can create and send targeted, personalized and professional looking emails to your database (see Figure 2). Use RegOnline's Theme Designer to match your email template and design to that of your event website, creating consistency throughout your communications. You can segment your lists in the system and schedule and automate updates and confirmation emails throughout the event lifecycle to maximize registrations and deepen engagement.

TOP 5 EMAIL MARKETING TIPS

1. **Use an online email marketing system** to easily review, manage and update your contacts
2. **Allow email recipients to opt out** to comply with CAN-SPAM and privacy regulations
3. **Create your email to be consistent** with your event website to ensure brand cohesion
4. **Maximize registration** by using RegOnline's email marketing system to pre-schedule emails, automate updates, and send confirmation emails
5. **Review email reports** to analyze open rate and click-thru rates to uncover additional marketing opportunities

BONUS TIP!

Test, tweak and track your emails to get the most of your campaigns

RegOnline's email tools work directly with your registration dashboard to help you drive more registrations earlier and to help you communicate more effectively with your attendees once they have registered. You can track open and click-thru rates and create other reports to help you understand who has registered and who has not. From there, you can build out trigger emails that will be sent automatically based on certain actions. For example, if someone begins registration but does not complete it, you can send them a friendly reminder with a link to finish the registration process.

One last important tip for your email marketing is to test, tweak and track your emails to see what works and what doesn't so you can continually improve and get the most from your campaigns.

3. Create a buzz around your event using social promotion tools

Email invitations are a great first step in getting the word out about your event, but your marketing efforts should not stop there. By promoting your event through a variety of other marketing channels you can extend your marketing reach significantly. Use social promotion tools to create a buzz around your event, to harness the power of Facebook, Twitter and LinkedIn, and expand your reach by empowering your attendees to promote your event with integrated social sharing.

RegOnline makes social sharing easy for you, as the event organizer, and for attendees after they register for the event. After activating your RegOnline event, several promotional options will display and you can then choose which ones you would like to post your event to.

Posting your event to Facebook

Within RegOnline you can easily push your event to Facebook where friends can see your event and share it with others. After you activate your event, simply fill out a few details about the event and hit publish. The system will ask for permission to integrate with your Facebook account and once granted, a Facebook event is automatically created. The RegOnline address to your event website is embedded within the Facebook event description so your friends simply click on the link and are taken directly to the event website.

Tweet your event

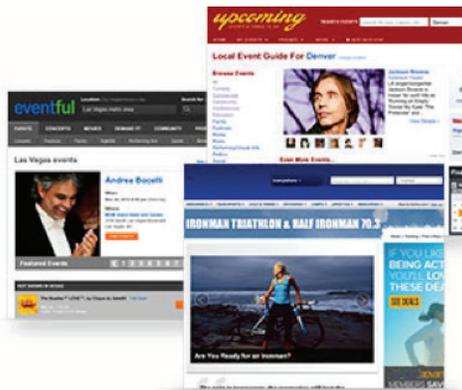
Easily broadcast your event on Twitter, highlighting the event name, dates, link to register, and, if there is room, a personalized message. It's as simple as clicking a button, logging into Twitter, customizing the default tweet while keeping it under the 140 character limit, and posting.

twitter  MichelleNikolay

Share a link with your followers

Check out "British Event" https://www.regonline.com/british_event via @RegOnline

Links will be automatically shortened. 79



Create a #hashtag for your event

It is a good idea to create a designated hashtag for your event. Hashtags are simply a word preceded by a # sign and can be used to unify tweets from multiple people on the same subject. (For example, #SXSW is the hashtag for the popular South by Southwest event.) It is important to promote this hashtag before, during and after the event and encourage people to use it. You can add it to your event page, marketing materials, blog content and other social channels and track its use and popularity in Twitter throughout the event cycle.

Generate a QR code for instant mobile access to your event site

Another clever little tool in RegOnline is the 'Generate a QR Code' link. This option creates an image that includes a QR code which can be used throughout your event and event marketing materials. When scanned on a mobile device, the QR code opens the browser and navigates to the registration page associated with your event, allowing easy, direct access.

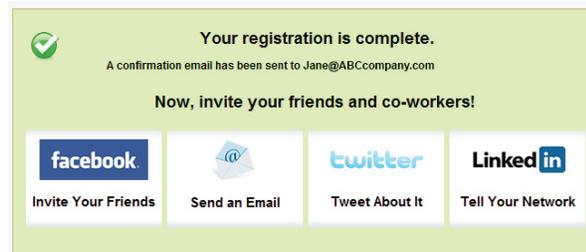
Let your registrants spread the word

After registering for your event, your attendees can help spread the word for you by promoting the event to their communities and social circles! After an event registration is complete, a dialogue box with promotion options appears. This provides the registrant with the ability to use Facebook, Twitter, LinkedIn and email to encourage others to join them at the event!

CHECK OUT MORE SOCIAL PROMOTION TIPS & TRICKS:

Social Media Playbook

<http://bit.ly/142bGla>



- + **On Facebook:** Your guests can post the event for which they just registered directly to their Facebook timeline. They can customize with a brief introduction or allow the post to speak for itself. Potential attendees are able to click on the post which leads directly to the event website.
- + **On Twitter:** Twitter is another great social promotion tool to get people talking and tweeting about your event. Once someone registers for your event, RegOnline will generate a Tweet with an embedded event URL that can be shared with Twitter followers and take people directly to the event website.
- + **On LinkedIn:** LinkedIn is a powerful tool for promoting your event and encouraging networking among event attendees. Registrants can reach their LinkedIn networks via RegOnline by posting an update to their profiles once they complete registration. They can choose to post this in a LinkedIn group or send to individual contacts.