



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