

Tips for Event Marketing Success

- Start an email campaign that includes friends of the organization and encourage them to spread the word to others.
- Offer registration incentives such as an early bird special.
- Have an online competition to see who can recruit the most participants. The winner will receive a prize at the event.
- Make it easy for your audience to promote the event by making the promotional materials available online.
- Continue communication with registered participants in the weeks leading up to the event to minimize drop-out rates. This will also help to keep them informed on event details and build excitement.
- Form a partnership with another organization to promote each other's events. Both parties will benefit.
- Send a follow-up email to thank participants for their attendance and present them with opportunities to stay involved.
- Post-event evaluations can also be conducted to gauge event effectiveness and to guide the planning of future events.