

# Promote Your Event: Checklist

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We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.

# Why Event Marketing Is Important

In today's buyer-empowered world, marketers need to seize every opportunity to build relationships, generate goodwill, and earn the trust of prospective buyers and customers. The modern consumer wants more than a pitch when evaluating solutions or making purchasing decisions.

Events offer a unique opportunity for them to interact with brands to get a firsthand sense of a company's focus, perspective, and personality.

Event marketing needs to be an integral part of the demand generation mix, and a strategic combination of offline and online events are essential to any company's bottom line.

(Source: Marketo)



**Single Presenter:** One presenter shares their insights or tips.

**Dual Presenters:** Two presenters can help inform and engage the audience from two different perspectives.

**Panel:** Host a group of experts speaking on a specific topic.

**Q&A:** Q&A is a great way to maximize attendees' engagement. An expert, or panel of experts, answers the questions your audience asks via social media or chat.

**Interview:** Host a popular influencer as a guest speaker to increase attendance and build your own authority.

**Product Demo:** If you're promoting a product, the product demonstration or tutorial format can be a great way to showcase what you're selling.

**AMA:** If you want to take the social route, host an "Ask Me Anything" to give your followers an opportunity to get to know you and your brand more personally

# Types of Events For Your Business

Virtual

A speaker session (a guest speaker presentation, panel discussion, etc.)

Networking sessions

Conferences, Seminars

Workshops and classes

VIP experiences

Sponsorships

Trade shows and expos

Awards and competitions

Webinars

# Identify Audience In Advance of Promotion

Who will be attending?

What challenges and problems are they facing?

What are their goals?

What social media followers do they like?

Where do they get their needs?

What other activities do they like?



# Brand Your Event

Use the same logo, colors, fonts, and other graphics or elements that match your brand's overall style. By doing so, you'll create a consistent experience for your attendees, and you'll make your brand more recognizable too.

The screenshot displays the Canva website's design interface. At the top left is the Canva logo. The navigation bar includes 'Home', 'Templates', 'Discover', and 'Learn'. A search bar on the right contains the text 'Search designs, templates, and more'. To the right of the search bar are icons for help and settings, followed by a 'Create a design' button and a user profile icon with the initials 'JL'.

Below the navigation bar, a horizontal menu lists various design categories: 'Recommended', 'Social Media', 'Events' (which is underlined), 'Marketing', 'Documents', 'Prints', 'Video', 'School', and 'Personal'. On the far right of this menu is the text 'Custom dimensions'.

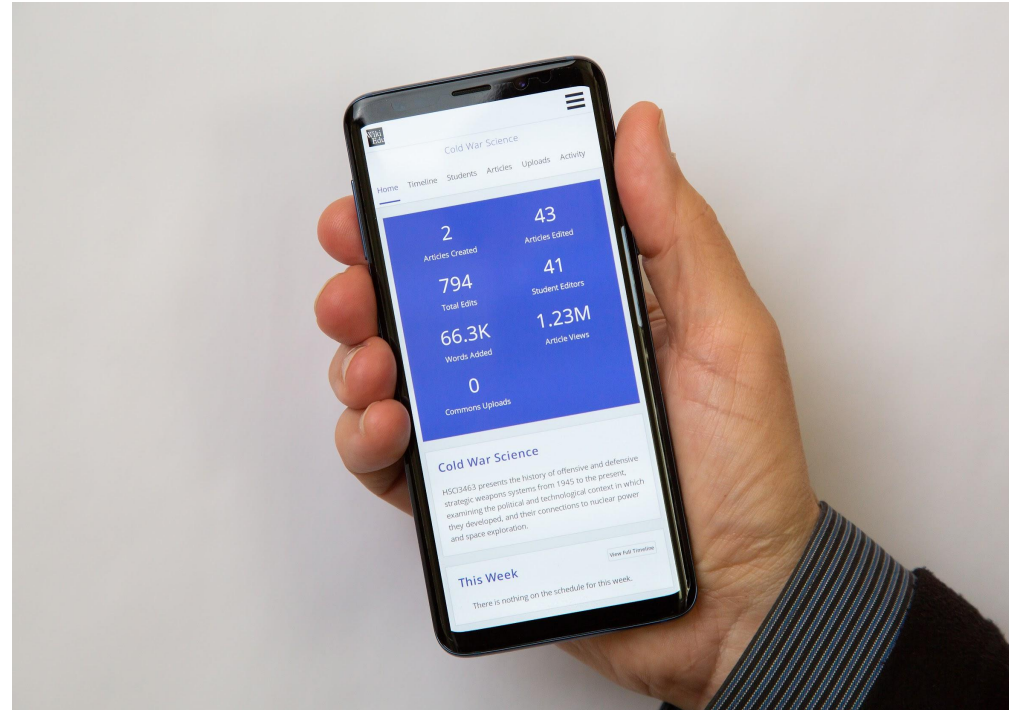
On the left side of the interface, there is a sidebar with a 'Recommended for you' section. Below this are icons and labels for 'All your designs', 'Brand Kit', 'Create a team', 'All your folders', and 'Trash'.

The main content area features a grid of event design templates. Each template is shown as a thumbnail with a caption below it:

- Invitation**: A dark-themed invitation card with large white numbers '09 27' and '18'.
- Invitation (Portrait)**: A white invitation card with the name 'Penry Jude' and a small floral illustration.
- Poster**: A colorful poster with the text 'SHOW YOUR TRUE COLORS. PROUDLY. BRIGHTLY.' and a grid of colored squares.
- Brochure**: A two-page brochure with a teal and black color scheme, featuring a heart icon and the text 'HEART CARE'.
- Announcement**: A yellow-bordered announcement card with the text 'WE'RE HIRING!'.
- Ticket**: A white ticket stub for 'The Winning Charity Race' with a QR code and a small graphic.
- Event Progr**: A partially visible event program page with the text 'LOMO'.

# Make Event Promotion Mobile-Friendly

Many of your attendees may attend your event on their phones, so it's important to optimize for mobile experience when creating your materials.





# Watch The Trends



JUL  
30

**Baking with Our Buds - Open House Online!**

by Michel et Augustin

[Follow](#)

Free



[Register](#)

# Watch The Trends

## Set up a webinar using Zoom and Eventbrite



Updated by [Devin W.](#)

Category: [Creating & Editing Events & Tickets](#)

Here's how you do it:

1. [Set up your webinar in Zoom.](#)
2. [Click "Create Event".](#)
3. [Basic Info.](#)
4. [Set the location to "Online event".](#)
5. [Date and time.](#)
6. [Save & Continue.](#)
7. [Build your online event page.](#)
8. [Click the gear icon.](#)
9. [Save your changes.](#)
10. [Click "Tickets".](#)

You can charge attendees for a webinar hosted on the platform of your choice (like Zoom) or no cost. First, create a webinar to generate your link. Next, create your event on Eventbrite a location to "Online event". Then leverage advanced ticketing features and your dedicated onl to streamline the experience.

### 1. Set up your webinar in Zoom.

1. [Create your webinar in Zoom](#) to generate a link.
2. Check "registration required".
3. Un-check "require webinar password".
4. Copy the title, start time and webinar ID. You need this when creating your Eventbrite ever
5. Customize the "Join URL" by adding text before ".zoom.us/w/webinarID" (e.g., mynewlearningcourse.zoom.us/w/webinarID). Do not include dashes in the unique webinarID Zoom

# Event Must Haves

Clear language

Consistent branding

Over communication

Easy to buy, find tickets

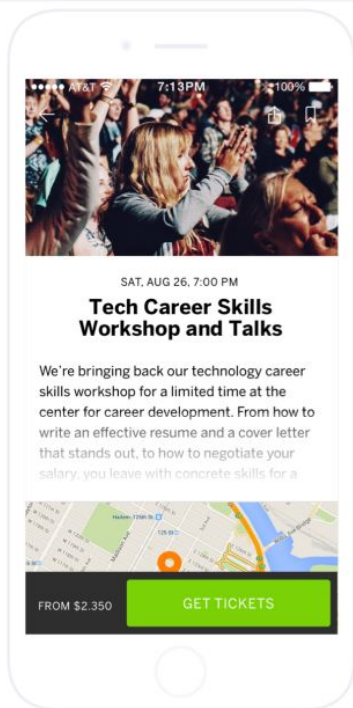


# 1. Create A Landing Page

eventbrite

Contact Us +1-877-620-9578

[Get Started](#)



## Simplify your planning and set your business up for success.

Delight your guests with a simple purchase flow and gorgeous event pages that look great on any device.

Start attracting attendees in minutes with a simple set-up process.

Track registrations in real time from any device with 24/7 access to more than 15 different reports and chart views.

## 2. Consider Ticket Tiers

### Early bird tickets

This is a discounted ticket that rewards people for acting fast. Set a limited number of tickets for sale early on, priced below your standard tickets. People who buy your “Early bird” tickets get to save money. You get some early traction in selling out your event. It’s a win-win.

### Group tickets

Why not entice your guests to bring their friends along? Make it cheaper to buy multiple tickets as a group. This way, people have a motivation to spread the word and invite someone they know, giving you some free publicity in the process.

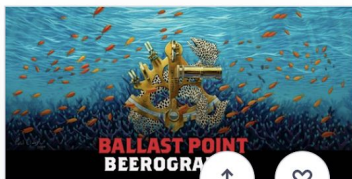
### Ticket bundles

If you’re serving food, drinks, or selling some sort of merchandise at your event - think about bundling these with a ticket purchase. “Buy a ticket and get your first drink at the bar for free” is an appealing value proposition. Selling ticket bundles also helps you get a general idea of how many people are interested in the food and merchandise you’re offering.

### VIP tickets

These turn the concept of discounted tickets on its head. VIP tickets cost more than your general admission tickets, but those who buy them get special privileges like better seating or a quicker way inside the venue. Be creative.

# 3. Use Keywords For Event Title, Description



Sat, 8 Aug 2020 22:00 EDT

**Ballast Point Beerography -  
Virtual Beer Tasting**



Sat, 18 Jul 2020 12:00 EDT

**2020 Mexican Brunch &  
Mexican Dessert Pre-sale**



Thu, 30 Jul 2020 19:00 EDT + 6 more events

**Baking with Our Buds - Open  
House Online!**



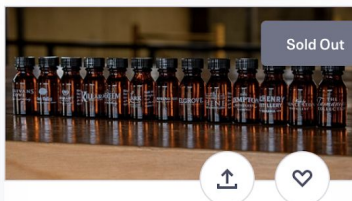
Fri, 31 Jul 2020 17:00 EDT

**Digital Dessert Goals**



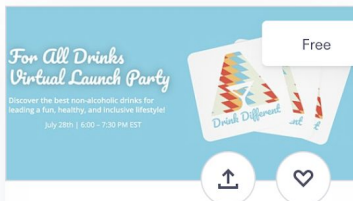
Sun, 2 Aug 2020 00:00 EDT

**Luxe Living Masterclass:  
Master Sommelier Chuck  
Furuya**



Sat, 15 Aug 2020 03:00 EDT

**Tasmanian Whisky Week  
@Home**



Tue, 28 Jul 2020 18:00 EDT

**For All Drinks Virtual Launch  
Party: Non-Alcoholic Happy  
Hour + Giveaway**



Wed, 29 Jul 2020 18:15 EDT + 2 more events

**Virtual Happy Hour hosted by  
Bar Chef Cocktail Kits**

# How To Find Keywords

The image shows a Google search interface for the query "digital marketing conference seattle". The search results page displays two main entries. The first entry is for MozCon 2016, with an orange arrow pointing to the title "MozCon September 12-14, 2016, a Digital Marketing Conference in ..." labeled "Title Tag". Another orange arrow points to the text "MozCon speakers share next-level advice on everything from building a loyal community to ..." labeled "Meta Description". Below this, there are two sub-sections: "MozCon Local" and "Events". The second main entry is for "MozCon 2017 Tickets, Mon, Jul 17, 2017 at 8:00 AM | Eventbrite".

Google

digital marketing conference seattle

All News Videos Images Shopping More Settings Tools

About 108,000 results (0.53 seconds)

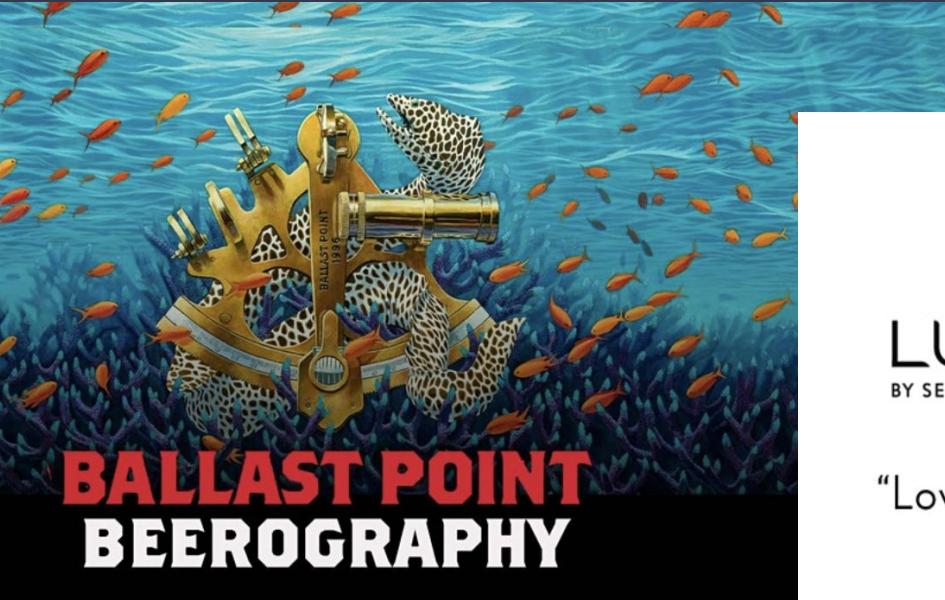
**MozCon September 12-14, 2016, a Digital Marketing Conference in ...** ← Title Tag  
<https://moz.com/mozcon> ▾  
MozCon speakers share next-level advice on everything from building a loyal community to ... "Online Personalization That Actually Works" at MozCon 2015. ← Meta Description

**MozCon Local**  
Boost your local marketing and SEO skills - Join us for MozCon ...  
[More results from moz.com >](#)

**Events**  
We travel the globe to meet our community members, speak at ...

**MozCon 2017 Tickets, Mon, Jul 17, 2017 at 8:00 AM | Eventbrite**  
<https://www.eventbrite.com> > Things to do in Seattle, WA > Conference > Business ▾  
Eventbrite - Moz presents MozCon 2017 - Monday, July 17, 2017 | Wednesday, July 19, 2017 at The Washington State Convention Center, Seattle, WA.  
Jul 17 - Jul 19 The Washington State Convention Center ... \$849+

## 4. Use Great Images and Video



LUXE  
BY SERVO LEXUS

LIVING  
MASTERCLASS

"Love the wine you're with."





# 5. Email Event Invitations, Set The Tone

INBOUND 2017

SEPTEMBER 25-28 | BOSTON, MA



Hi David,

This Wednesday (at 11:59pm PT, to be exact) is your last chance to get an INBOUND 2017 All-Access Pass for \$899 or VIP Pass for \$1,599. **After that, prices go up by hundreds of dollars.** You should really [register](#) before that happens.

INBOUND may be the best marketing and sales event in the world (if you ask me), but that still doesn't mean you should pay any more than you need to for it.

REGISTER NOW

# 6. List It



rhode island event listing



[www.quahog.org](#) › [calendar](#) ▼

## [Rhode Island events calendar - Quahog.org](#)

**Rhode Island events calendar.** January 1-December 31, 2020. **Rhode Island** Tours, Statewide. July 1-31, 2020. Newport History Walking Tours, Newport. July 2-31, 2020. **Rhode Island** Red Food Tours, Newport and **Providence**. July 25-26, 2020. The Newport Show, Middletown. July 28, 2020. July 29, 2020. July 30, 2020. July 31- ...

[www.goprovidence.com](#) › [events](#) ▼

## [Providence Events | Upcoming Events in Providence ...](#)

View the official **calendar** of **events** for **Providence** and Warwick, **Rhode Island**. Find festivals, parades, farmers markets, live performances, and more, here.

[www.visitri.com](#) › [state](#) › [events](#) › [events](#) ▼

## [2020 Calendar of Events, Things to Do in CT, RI, MA, VT, NH ...](#)

**Events Calendar** - 2020. Find a multitude of fun **events** and great things to do, including weekend **events**, throughout the year, like music; festivals; comedy; ...

[www.rimonthly.com](#) › [things-to-do](#) ▼

## [Things To Do - Rhode Island Monthly](#)

**Events Calendar.** Thu, July 2. Close ... 11 Jun @ 12:30am EDT | Virtual **Event**. SOSARL Crate Escape: ... 2 Jul @ 8:30am EDT | **Providence** Art Club. Wickford Art ...

# 7. Share On Social Media

Facebook: This will most likely be the place for your main profile. You can share detailed updates about the event, add a “Find tickets” link and interact with your audience.

Twitter: Great for quick, real-time updates both before and during the event. One of the best places to use your hashtag.

LinkedIn: If your event is focused on a professional audience, this is where you’ll find them. There are communities of people interested in specific topic, so find one that fits with your event’s main theme.

Instagram and Pinterest and TikTok: These very visual channels are perfect for sharing some teaser images of the event---along with those photos from your past attendees we’ve talked about---and giving people exclusive behind-the-scenes shots of e.g. event preparations and key speakers or performers.


# 8. Add To Google My Business (It's Free!)

## Events

[Online events](#) [Today](#) [Tomorrow](#) [This Week](#) [This Weekend](#) [Next Week](#) [>](#)


**30** **Chicago's Lollapalooza**  
JUL Thu, 1 PM

[Bookmark](#)




**30** **Japanese Comedy Night Series: RAHMENS**  
JUL Thu, 9 – 10 PM  
Hosted by Japanese/English Conversation & Cultural Cafe PDX

[Bookmark](#)



**29** **Modena Cherry Creek Virtual Events**  
JUL Tomorrow, 1 – 2 PM

[Bookmark](#)



[→ Search more events](#)

# 9. Cross Promote With Other Businesses



[Home](#)

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[Membership](#)

[Professional Development](#)

[Calendar](#)

[Resources](#)

[Contact Us](#)

[Home](#) > [Professional Development](#) > [Our Friends Events](#)

## Upcoming Events

No upcoming events

## Our Friends Events

NHASP has worked for many years with similar organizations in NH, around New England, and nationally. Many of these organizations host professional development events that may be of interest. We post those here with links for registration when we can. NHASP does not have responsibility for the content of these events.

Please contact [us](#) if you would like to have your event listed here.

# 10. Teaser Video On YouTube And Social



# 11. Offer Incentives

“Tell a friend” offer---e.g. if they get three people to sign up, you give them a special group rate

Announce when special tickets---early bird, last-chance, and so on---go on sale

Remind them about ongoing competitions and giveaways on other channels

Send them exclusive previews of your speakers, performers, and activities

Ask for feedback through quizzes or surveys

# 12. Advertising

Billboards

Print Ads

Radio Ads

Television Ads

Google Ads

Social Media Ads

Use Services Like Groupon

**GROUPON**

Categories ▾

🔍 Search Groupon

📍 Providence



[Local](#) > [Rhode Island](#) > [Warwick](#) > [Things To Do](#) > [Sightseeing & Tours](#)

## Sightseeing & Tours in and near Warwick, RI

### Categories

- [Things To Do \(62\)](#)
- [Sightseeing & Tours \(51\)](#)**
- [City & Landmark Tours \(15\)](#)
- [Flight Tours \(4\)](#)
- [Museums & Galleries \(3\)](#)
- [Haunted Houses & Tours \(3\)](#)
- [Helicopter Ride \(3\)](#)
- [Wine Tours \(2\)](#)
- [Dolphin & Whale Watching \(2\)](#)
- [Bus Tours & Rentals \(2\)](#)
- [Outdoor Adventures & Tours \(2\)](#)
- [Boat Tours \(2\)](#)
- [Fun & Leisure \(30\)](#)
- [Kids Activities \(16\)](#)
- [Tickets & Events \(8\)](#)
- [Nightlife \(5\)](#)
- [Sports & Outdoors \(2\)](#)



### Action Tour Guide

History buffs may enjoy learning a history of Boston and Revolutionary War during a comfortable tour in a private vehicle.

Online Deal

~~\$350.00~~ **\$255.00** 27% OFF

Two-Hour Boston History and Sightseeing Tour in Luxury Sedan

Limited Time Remaining!

[View Deal](#)



### Action Tour Guide

History buffs may enjoy learning about the history of Boston and Revolutionary War during a comfortable tour in a private vehicle.

Online Deal

~~\$350.00~~ **\$255.00** 27% OFF

Two-Hour Boston History and Sightseeing Tour in Luxury Sedan

Limited Time Remaining!



# 13. Share Event With Media

Write an Announcement

Email It To Local News Outlets

Look For Opportunities

Home › Subscriber Only › Editor's Choice: Marketing tactics for event promotion

Subscriber Only What's Happening

## Editor's Choice: Marketing tactics for event promotion

By Cassius Shuman - July 24, 2020 12:33 am



EDITOR'S CHOICE Marketing tactics for event promotion THE UNIVERSITY OF RHODE ISLAND'S Small Business Development Center is hosting a webinar aimed at providing participants with the tools and resources to effectively market and sell a product or service through the marketing of a promotional event. This webinar will be hosted by Julie Loffredi, a lifestyle...

## 14. Get Sponsors To Share



# 15. Speakers To Spread The Word



## 16. Invite Nano Influencers (FOMO)



# 17. Get Promotional Material



# How Did You Do?

## **Send a Survey**

With tools like Google Forms or SurveyMonkey, you can ask your attendees to share their raves and rants with a quick survey. Their feedback can provide invaluable insights into how and what to improve.

## **Send Out More Content**

The conversation doesn't have to end when you close your computer. Send everyone on your attendee list more content, even the ones who didn't show up or who left half-way through. You can repurpose the content you created for your event into a blog post recap, or just share the link to the video recording.

## **Track Your Results**

Last but not least, remember to track your metrics. How many attendees registered? Where did your registrations mostly come from? How many attended? And how many minutes did they spend watching your event?

Getting your data and analyzing it is key to making your online events even more awesome.

# Reconnect With Participants Post-Event

- Lead List and Qualification: The lead list is a critical aspect of any event and lists should be created either directly after the show or every night after the exhibit hall closes.
- Email Follow-up: All email follow-ups should be written before the event takes place. Reading event synopsis, session descriptions, and blog posts will help you craft the email messaging.
- Lead Nurturing and Scoring: Lead nurturing and scoring are critical for a comprehensive event lead management strategy. Continue engaging event attendees through lead nurturing, and score new leads appropriately after events. (Source: marketo)

# Questions?

Type your question to the chat box

Contact Us:

(401) 484-2832

<https://bit.ly/regRISBDC>

susandavis@uri.edu

