

Marketing Your Event – Organiser Checklist

- Consider creating visual branding for your event.
- Set up a website landing page / dedicated event website. Consider Eventbrite for registrations.
- Set up dedicated social media accounts, if appropriate.
- Decide upon a hashtag for the event – search to check that it hasn't been used previously, make it easy to remember and keep it short.
- Display the hashtag on all marketing material produced and include within every social media post.
- Create a new header image for your social media profiles, including details about the event.
- Include details/links to the event registration in your social media bio.
- Create an event on Facebook.
- Post the event in LinkedIn Groups relevant to your target audience (check the group rules first that it is OK to do so).
- Create images for use on social media – Canva is a great tool for this. Pin to the top of your Facebook Page and Twitter Profile. Post as an Instagram Story and save as a highlight.
- Create content assets for all speakers, exhibitors and/or partners so they can help promote the event.
- Consider creating a group for all involved in the event – on Facebook, LinkedIn and/or Slack (whatever is most relevant to your target audience). Make sure you have a content plan so that the group has active discussions before, during and after the event.
- Use LinkedIn Advanced Search to find people who might be interested in the event. Send direct messages with a personalised invitation.
- Use Followerwonk to identify potential attendees by searching for relevant keywords in their Twitter bio. Send direct messages with an invitation.
- Prepare messages to include event details answering why, what, who, where, when and how questions.



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- Prepare messages to highlight key milestones eg 'Save the date', 'Registration opens', 'Early bird ending soon', plus content reveals eg 'speaker line up'. Use across your chosen marketing channels.
- Set up a YouTube/Vimeo account if video content is being used.
- Share a photo gallery from previous events.
- Share testimonial content from previous events
- Ask speakers to write a blog about their presentation (what can attendees expect).
- Ask speakers to create a teaser video about their presentation (what can attendees expect).
- Share behind the scenes preparation eg putting together goody bags.
- Set up public Twitter lists for speakers, exhibitors and/or partners.
- Gather social media account details from delegates as they register. Follow, connect, create a Twitter list.
- Set up Twitter list automation for hashtag mentions using Zapier.
- Like and share posts mentioning the event hashtag, respond to any questions.
- Keep reminding delegates that have booked about time, location and other FAQs.
- Designate one person to live post on social media throughout the day of the event.
- On the day of the event, encourage attendees to share their experience, mention speakers, exhibitors and always use the hashtag. Consider running a competition to reward top Tweepers.
- Create and share follow up content to say thank you to all involved (exhibitors, speakers, partners and attendees). Include copies of any presentations.
- Continue monitoring the event hashtag and posting event coverage including photos, feedback and any media coverage.



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