

Step-by-step. The event communication timeline

1. PRE-EVENT MARKETING Goal: How to get people to engage and register

ADVERTISE

1-2 months before event

Use all of your network. Advertise your event on internal and social media channels. Encourage sharing and have early-bird offers for ticketed events.

INVITE

2 months - 2 weeks before event

A good invitation contains the important stuff, but nothing extra: What, when, where? Details and additional information will follow, in the registration and the confirmation. An SMS invitation can be powerful for internal trainings.

CONFIRM

Instantly.

Give your participants peace of mind. By confirming participation right away, you'll give them the feeling of being valued and welcomed guests, right off the bat.

2. EVENT COMMUNICATION Goal: How to get people to attend and engage

1ST REMINDER

1-2 weeks after the invitation

Send a reminder to those who haven't reacted to your invitation. "It would be great to see you there!" Online events can benefit from reminders even up to 1 hour before the event.

2ND REMINDER

1-2 weeks before event

Send this reminder to those who have already signed up. "Looking forward to seeing you soon!"

SEND SMS

1 day - 1 hour before event

"Is your coffee brewing, Emma? Join us soon!" This is a good way to put a personal touch to the participant experience and send out last minute reminders and advice.

THE EVENT

At the event

Polls during presentations, ratings, SMS-reminders for workshops etc., LinkedIn networking.

3. POST-EVENT MARKETING Goal: How to make people buy

THANK YOU & FEEDBACK

Immediately after the event

Send thanks and ask your audience for the [Experience Value Score](#) and some feedback, too. It's easier for your participants to rate your event if they still remember exactly how they felt during it. If responses are scarce, don't hesitate to repeat your request for feedback a week or so later.

NURTURE

1-2 weeks after event

Whether you are reaching out to potential customers or your colleagues do it with intent. Have a clear call-to-action in your message - present an offer, invite them to a meeting or present next steps for the topic you just discussed.