

**LYYTI**

# 2023-2024 EDITION

# Guide for trending events

## Move from event idea to promotion



# Table of contents

## **SECTION 1: INTRODUCTION TO EVENT MARKETING**

Why you should read this guide?.....	5
The big picture: Why make events a part of your marketing plan.....	6

## **SECTION 2: THE POWER OF CONCEPTING**

Start with why: The power of concepting.....	8
Choose the right event type.....	9
Define the ideal participant.....	10
A shortcut to goal setting.....	11

## **SECTION 3: STEPS FOR EFFICIENT EVENT MARKETING AND COMMUNICATION**

Mastering the event stages.....	17
1. Pre-event marketing: How to get people to register.....	18
2. Event communication: How to get people to attend and engage.....	19
3. Post-event marketing: How to make people buy.....	20

## **SECTION 4: THE TRICKS OF THE TRADE**

Modern event marketing tools.....	22
AI and events.....	24
Your personal event checklist.....	25



# The most loved & used event management software in Europe

**LYYTI** is a software specialised in participant data collection and management. Lyyti does the manual work so you can focus on your event content and participants. We want to introduce and sustain the idea that successful events result in actual, measurable growth, instead of events being a burden on both budget and staff. We aim to benefit you and your customers on every level.

## LYYTI'S KEY BENEFITS:

- + Participant data management
- + Automated event communication and messaging
- + Analytics & reporting
- + Tickets & payment
- + Integrated with Marketing and CRM platforms

Start building your event success with Lyyti!

**SEE LYYTI IN ACTION!**

## SECTION 1:

# Introduction to Event Marketing

# Why you should read this guide?



**WELCOME** to the guide for trending events 2023-2024 edition. What you get is a straightforward and practical guide for making your event a success and a central part of any marketing and business strategy. Most importantly, it helps to build a closer bond with your customers and prospects. We'll take you to an era of data-driven relationships and technologies within events that benefits both you and your participants.

**AT LYYTI**, we operate within the heart of the global event marketing scene, organising multiple events every year by ourselves. Thousands of companies worldwide use our beloved event management software to manage their events and communicate with their customers and prospects. In this guide, we'll reveal our best-kept secrets on why and how to set up an event as a part of your marketing strategy, how to market your event, how to get the ideal participants to attend, and how to follow up and engage with them. We have also included lots of tips and cheat sheets to help you through your marketing year. So, we invite you to read this guide, be creative, get excited and put ideas into action.

## **FIVE GOOD REASONS TO READ THIS GUIDE:**

- 1** How to increase the results from your events and how to optimise them.
- 2** Understand which events are truly valuable for your business.
- 3** Increase the impact of your marketing plan with successful events.
- 4** Take advantage of the opportunities of modern event marketing technologies.
- 5** Get inspired!

# The big picture: Why make events a part of your marketing strategy?

**EVENTS** do more than increase brand awareness and sales. They create and empower relationships, one of the main goals for any marketer. Relationships are important because businesses are all about emotions: the one with the strongest emotional bond will close the deal. Even in the digital era, when it comes to building trust, events play a more important role than ever.

Events are a great way to build your desired brand, raise topics to discuss, accelerate sales and engage customers. As companies have less and less facetime with their customers, events are one of the best opportunities for truly standing out from the crowd and improving the customer experience and buyer's journey. But it's not that easy anymore: customers have more options now, and today it's even harder to get people to actually attend. As a result, marketers struggle with seeing events as part

of marketing as a whole. Events may be seen as budget consuming, unscalable and as yielding poorly measured results.

We have good news for you: this is your chance to take your business to the next level. Events should be incorporated into your marketing strategy as true relationship-builders and boosters for the customers buyer's journey.

**However,** It's not just about business. Events bring people together, foster a sense of community, stimulate local economies, and provide opportunities for innovation and creativity. They are important for social interaction, mental health, and well-being, especially in the aftermath of a crisis such as COVID-19.

## THIS PLAYBOOK WILL HELP YOU TO:

- + Create irresistible event concepts and customer experiences.
- + Extend an event's lifetime, create event scalability and empower your marketing and sales.
- + Market and communicate efficiently.
- + Use the best available tools and methods.

## SECTION 2:

# The power of concepting

# Start with why: The power of concepting

**THE FIRST** rule of success is to think about your audience. The only way to meet your participants' interest and to connect them emotionally to your event, is to think about what you can offer to your audiences. The greatest event marketers are storytellers: they make it clear why people are invited, what they get by attending and how they'll benefit from the event in the future.

When choosing the best event type - live, virtual or hybrid - it's good to keep in mind your story, the message you want to convey.

Start by conceptualising your event. It will guide you towards your goals. The event concept is a

summary of your event which should describe the event as a clear entity. While the concept of an event primarily guides internal decision-making and supports the strategy, it's also useful for all the organising parties involved. Careful planning of the event concept will clarify the overall picture of the event, and during the concepting, the event can also be reshaped and improved. Always keep in my mind that we are human beings: we think, but mostly we feel. Don't settle for simply creating an event: outsmart your competitors by offering the participants experiences.

## The most important questions to answer in event concepting:

- Why the event is taking place: what are the goals, what's the value for the participants and what kind of influence you want to make.
- Content: does the content match your participants' needs, interests, hopes and expectations. How does it support your event goals?
- Target audience: to reach your goals, who should attend?
- Does the event concept support your company's strategy?
- How does the event concept agree with your brand?
- Is the event located at the best possible location? (reachability affects the number of participants)
- When is the event? Why did you choose that specific time? Is it the best fit for your and the customer's and prospects schedule, as well as the overall company calendar?
- How are you gonna measure the success of your event? What is an successful event for your company?



# Think through your customer's eyes

When the event concept is complete, think about how it will look from the participant's point of view. Imagine being the participant and walking through the whole process. Start from the moment the participant first hears about the event. What emotions does it evoke? What is the tone when receiving communication about the event and is it appropriate? Are you interested,

and how can you get the participants to engage and invest their time to attend? If, during the event process, you discover weaknesses that negatively affect the participant experience, refine the concept. If, on the other hand, you find that something is working especially well, emphasise it with marketing.

## Choose the right event type

When you have conceptualised your event and thought about the category you are going to address, you can think about the type of event you are going to organise. Each event type is geared towards specific characteristics.

**LIVE EVENTS** cater face-to-face experiences. Live events are generally thought of as the best way to connect with an audience because they can be designed to tickle all your senses.

**VIRTUAL EVENTS** are a purely online experience. The attendee is usually on their own attending from a location and via device of their choice.

**HYBRID EVENTS** bring together a live audience and some attendees will take part virtually. Many event organisers would say hybrid events are most challenging to organise perhaps due to lack of experience or the complexity of the event.

All events will require some form of advertising depending on the audience you are trying to reach. Setting that aside, there are different factors to consider when selecting the right type of event.

**Do you want to learn more about live, virtual, and hybrid events?**  
[Check out this guide](#) which talks about the benefits and purpose of each type.

# Define the ideal participant

As you organise events, you need to understand whom you are trying to reach with your message. Start with what you know and deepen your understanding of your audiences - event by event. It's a marathon, not a sprint, and you'll learn more about your audiences each time you organise an event and review feedback you gather from the participants.

## How to start?

The easiest thing to do is to look at your previous events and the feedback you have collected. Think about who attended and whether you identified the most valuable participant types. You might already be able to define some clear features after this exercise.

Identifying the ideal participant can be challenging, especially if you haven't organised similar events previously or have no follow-up on the results. Different kinds of events usually have different types of participants, depending on the concept and purpose of the event.

If you haven't organised events before, the most straightforward starting point to defining the ideal participant type is to think about the relationship between your audience and what you have to offer to them. Can you solve a problem for them, or can you educate them about something in your wheelhouse? These insights will help you determine if an event is a way to deliver that message and what kind of participant would benefit from the event the most, i.e., your ideal event participant.

## Define the attributes of your ideal participant

You can select a whole host of attributes that can help you describe your event's ideal participant. Sometimes we can only look at demographic characteristics. Still, as soon as you establish and deepen a relationship with your network, you can determine more personalised attributes so you can offer an even more in-depth experience with your events.

### DEMOGRAPHIC ATTRIBUTES

- Age
- Position at work
- Location
- Work and leisure interests

### PSYCHOGRAPHIC ATTRIBUTES

- Values
- Goals
- Personality
- Lifestyle
- Communities & networks
- Event preferences

Read more about how to plan an event for your ideal participant [in this guide](#)

# A shortcut to goal setting

**THE GOAL** for your event should always be business strategy-oriented. Why is the event organised in the first place? How does the event support sales and marketing? What you are aiming to achieve with the event? What part of the customer path is the event for? Always ask yourself these question before the event, not afterwards.

## 1. WITHOUT A GOAL, YOU CAN'T SCORE

Setting the goal for your event will define what kind of event should be organised and what kind of groundwork must be done to make it successful. If there's no goal, or the goal isn't clear enough, it's impossible to plan and execute the event, define its value or know if the goals were reached or not.

The event goal influences the event process and final outcome: what kind of event will be organised, how it will be marketed and who should be invited. Don't start planning the event before setting the goal! Start planning the details after you know your desired outcome. The event goal is a good way of challenging your team and your event marketing routines. In the end, make sure that the goal is something your organisation easily can commit to.

## Write your event goal here:

*With my event, I want participants to \_\_\_\_\_ ,  
and I will measure my success based on the goal of \_\_\_\_\_ .*

### AN EXAMPLE:

With my event, I want participants to **test our new product**, and I will measure my success based on the goal of **getting 200 new sign ups and nurturing 40 of them to sales-ready in two months**.

A good way to test the goal you've written above is to grab a colleague and tell them your idea. Is it easily understandable and clear to them? Is this goal measurable? Be realistic: is this goal achievable with your existing resources?

## 2. DEFINE THE BEST POSSIBLE GOAL

Let's imagine that your business goal (the main reason for organising the event) is:

**a) increasing brand awareness**

**b) increase sales**

**c) or educating and entertaining your customers**

**A.** If you want to increase brand awareness, a good goal for your event could be increased registrations, larger reach on social media, high media coverage, or increased website traffic.

**B.** To increase sales, make sure that your event goal is to generate leads and new opportunities for your sales team. Depending on the business, the event goal can also be increasing the pipeline value or winning accounts. These are probably the most common ones and the most challenging to measure. When defining an event goal like this be precise, such as: "To create 20 new sales qualified leads". Remember to put these goals in perspective according to your target audience and budget.

**C.** For educating and entertaining your customers, make sure the event goal is more defined than just that. For example increase of: product users or for a particular feature, customer satisfaction or know-how.

## 3. SET NUMERICAL EVENT KEY PERFORMANCE INDICATORS (KPIs) FOR THE FOLLOWING, FOR EXAMPLE:

- Registrations
- Participants
- No-show % rate
- Impressions on social media
- Media mentions
- Website visitors
- Prospects
- New qualified leads
- New opportunities (or value)
- Accounts won (or value)
- Booked customer appointments
- Customers reached
- Results for pre-event, mid-event and feedback survey.

## 4. USE EXPERIENCE VALUE SCORE (EVS) TO EVALUATE YOUR OVERALL SUCCESS

After setting the goal, make sure it is measurable. This means that you know how to measure the results afterwards whether the goal was reached or not. It's not hard, so don't worry! EVS helps you to answer this in its simplest form by asking your participant one questions:

### **Was the event worth your time?**

The highest cost of an event is the time your participant invests in it, which means that your overall goal should be that the participants felt that your event was worth while. Especially nowadays, time is costly and attention even more expensive.

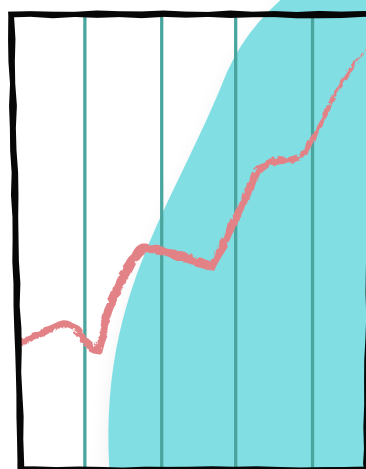
### **Do you want to know who your true fans is, and know who thought your event was worth their time?**

On top of Experience Value Score (EVS) you can now use Participant EVS.

It's the perfect tool for marketers and sales to help lead nurturing and marketing automation tasks.

Participant EVS collects non-anonymous feedback. You'll get an overall score of your event's success and all feedback will be connected to a specific participant.

Participant EVS help you collect targeted feedback and see exactly how different participant types react to your event. Who is a true fan and who did not connect with your message?



**Learn more about Experience Value Score (EVS) and Participant EVS by [clicking your way on to our website](#). We promise it's worth the read. EVS revolutionises how you measure event success so you can improve your events.**

## 5. DEFINE THE OBJECTIVES THAT WILL HELP YOU REACH YOUR GOAL

Objectives are the tactics and steps that you use to reach your goals. Just like in any other project, the event goal needs to be broken into smaller pieces. The event goal could be to create 100 new leads, but what are the steps needed to reach the goal?

**The strategies and steps that will bring me closer to the event goal are:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

It's a good idea to pause every now and then to evaluate if everything is going in the right direction: is the team still working to reach the same goal? Is it still clear for everyone? If not, change and optimise the parts that are out of line. Reminders of the goal and desired outcome are valuable, especially for the event coordinator or producer who usually has a million tasks and deadlines to fulfill.

## 6. DON'T FORGET TO RETRO

Let's go back to when we talked about the importance of setting up the event goal. It was crucial because without it, it's impossible to measure the success of an event.

After the event comes the critical moment when it's time to review the whole project. Divide the event into smaller pieces with those involved.

Ask your colleagues that attended the event for feedback, collect and analyse all the event KPIs and make sure that they exist in a sharable form. It's natural that the first feeling, after managing an entire event, is victory. However, numbers speak louder than words.

[Download a simple retro template to plan and follow-up your events.](#)

## 7. MAKE YOUR EVENTS COMPARABLE

Make the best use of existing event data and start analysing your organisation's event marketing. This helps you to understand which events are supporting your business goals.

Review the event KPIs. By collecting the same metrics on each and every event, you will soon see how easy it is to analyse and optimise your event processes and event marketing. Above all, KPIs reveal the best and most cost-effective strategies of event concepts.

Experience Value Score (EVS) is your best friend here. Read more about it on page 13.



### **SECTION 3:**

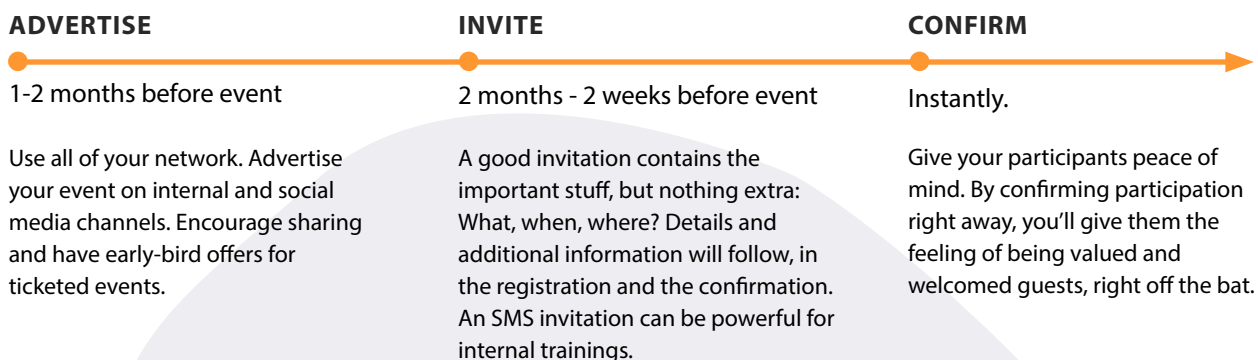
# **Steps for efficient event marketing and communication**



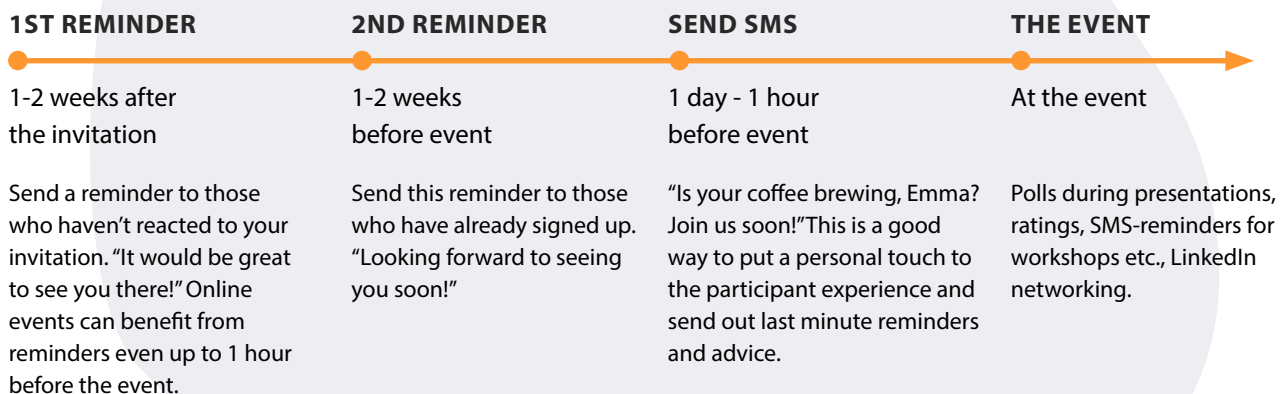
# Mastering the event stages

**EFFECTIVE EVENT MARKETING AND COMMUNICATION**, which are set up to reach your ideal participant, is the key to a successful event. Without participants you don't have an event. Without satisfied participants, you don't have a successful event. Follow along the timeline to master the different stages. Further along in this section, we'll break down each stage and reveal our best practices and secrets about one of our top specialty: event marketing and communication.

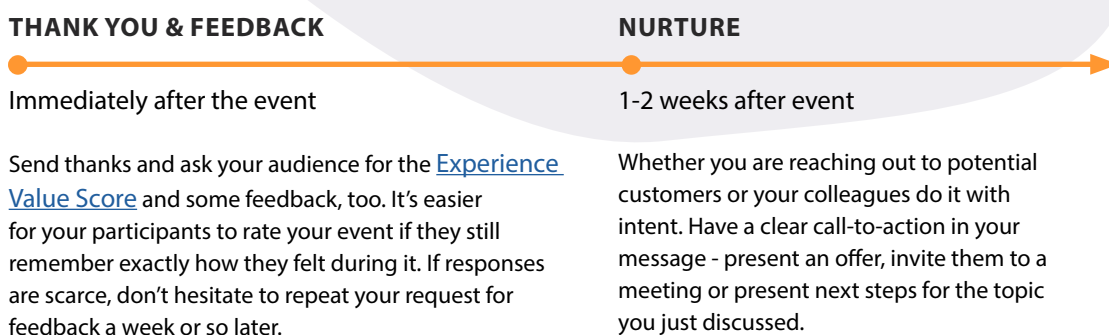
## 1. PRE-EVENT MARKETING Goal: How to get people to register



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



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



# 1. PRE-EVENT MARKETING: HOW TO GET PEOPLE TO REGISTER

Your event's pre-marketing goal is to get people to register. How do you do this? By using the previous information gathered during concepting; only with that information you can build an influential event website and choose the right marketing channels. The key for successful pre-event marketing is to know your target audience and how to reach and communicate with them.

Remember who your ideal participants are, the ones that will be interested in or has a value of attending your event, and find suitable ways and channels to connect with them. You can use demographics and psychographics to segment your target audience and create hyper-targeted invitations, which will attract the right participants based on their personal characteristics and behavior.

## PSST!

Your registration page needs to be alive! Update the page regularly with surprises, information about speakers and upcoming competitions. Even if people have signed up, you want them to revisit and share your registration page.

Try to find some patterns, common denominators, or average values among your ideal participants. As you have now defined the ideal participants, use your findings to create meaningful and attractive content. Make sure to say why the participants should invest their time. Personalised communication helps you to motivate your target audience to take action. Your event registration page has to be in line with the target audience's persona.

## PROMOTION IS KEY: CHOOSE THE RIGHT CHANNELS

Besides your website and event registration page, you need to promote your event and registration using social media, paid ads, emails and newsletters.

Because you know your target audience by now, you know which medium you should spend the most time and money on. Where does your target audience spend the most time? Again, develop the content to agree with your target audience's characteristics and behavior.

## DON'T FORGET RETARGETING

Do people visit your event registration page but then forget to sign up? With the help of retargeting, your ads will appear next time they surf the web, just as a little reminder for them to come back to your site and sign-up.

## 2. EVENT COMMUNICATION: HOW TO GET PEOPLE TO ATTEND AND ENGAGE

Now is the time to get the people who have signed up to actually attend and engage at your event. Do this by creating unique, personalised experiences using the participant data collected from registrations. This has three stages: before, during, and after the event.

### 1. SEGMENTATION: THE RIGHT MESSAGE TO THE RIGHT PERSON AT THE RIGHT TIME

Before the event, use the participant attributes to personalise the experience for each participant. Use information such as name, role, company, location and participant status to segment and customise communication.

After the event, segment the audience based on the participant status (ex. no-shows, specific workshop attended, day vs. evening participants etc.). The right communication with the right participant is highly important. For example, it's important not to send a "no-show" a feedback form.

### 2. CONTENT: THE THINGS YOU DON'T MEASURE CANNOT BE OPTIMISED

Before the event: Use pre-surveys to collect valuable data that will help you to create a personal and unique participant experience. Ask what they expect from your event.

During the event: Send personalised instant messages and SMS asking for feedback during the event. Analyse the results afterwards. When were the participants most and least satisfied? Can you figure out why and see some patterns?

**Pro tip!** Use Pulse EVS to get instant feedback whenever and wherever. [Read more here!](#)

After the event: [Use Experience Value Score](#) (EVS) to collect valuable data that will help you to optimise your future events. Create a standardised form which asks the participants the same questions after each event. You will in the future have a benchmark that helps you to evaluate your events.

### CREATE BUZZ!

Make sure you have content the participants can share on social media before, during, and after the event. This could be upcoming speakers, hashtags, photos and recordings from the event.

### 3. POST-EVENT MARKETING: HOW TO MAKE PEOPLE BUY

The goal of post-event marketing is to get people to move further along the purchase funnel. The purpose of this stage is to combine all the gathered information and use it efficiently.

#### 1. SEGMENT YOUR TARGET AUDIENCE

It's time to use the data collected to personalise your communications. Segment your target audience based on participant and background data. This is similar to the first marketing stage, but you now have more data from the registration, pre-survey, and post-survey (for example, you now know who attended the sales workshop or who is from which company). The more data you can find, the better you can communicate with your target audience.

#### 2. CREATE CONTENT BASED ON EVENT DATA

The content created at this stage is based on the data you've gotten from your event, and/or the participants' buying behavior (ex. a white paper about how your product will increase sales, or how people in Stockholm are using your service). This content needs to agree with the data you've collected from your event, which can also be seen as the demographics and psychographics of your target audience.

#### 3. NURTURE POTENTIAL BUYERS TO INCREASE BRAND AWARENESS

Your new contacts are now your potential customers. A nurturing workflow means automated email communication in which the content is customised based on the contacts' participant data or an action. For example, sales workshop participants will automatically get an email with a white paper about how your product will increase sales. Or, a participant from your recent event visits your website and downloads a guide about sales – a few days later they receive an email with the same white paper).

As in all the previous stages, don't forget social media, paid ads and retargeting. You need to promote your post-event content as much as you promoted the actual event. Use the same tactics but make sure that your ad nurturing workflows to your post event marketing plan to nurture your potential buyers.

#### PSST!

Create communication magic with average age! Find the average age of your target audience. This tells you which generation most of your target audience belongs to. Research how to communicate with that specific generation. You will be surprised how accurate the information can be, and how it differs between generations.

## SECTION 4:

# Tricks of the Trade

# Modern event marketing tools

**WHEN EVENTS** play an important role in your marketing, you'll need proper tools to handle all the practical issues, thus ensuring the event value. Here are some of them.

## ONLINE REPORTS & SHARING TOOLS

Keep everyone in the loop with almost no effort: online and live reports are back-end tools that help you share important and accurate information without exposing the participants' integrity. Logistics are one of the most important elements while planning an event, and yet one of the most time consuming parts. This requires a truckload of communication, both externally and internally. With online reports and sharing tools you can easily create a relevant and concise report to share with those who need to stay up to date wherever they are.

## MOBILE CHECK-IN

Mobile check-in services ease the workload for everyone involved during the event by using an app tied to the event. Scan tickets, check in participants, modify participant information, and communicate directly via email or SMS to a group or just one person. A well developed app will help you and your colleagues to be more effective and keep track of participant information during the event.

## ALL-IN-ONE SOFTWARE

Keep everything about your event in the same place: gather registrations, manage participant data, conduct event communication – as there are many event

management tools available, we suggest researching what suits your specific needs and try it out. All-in-one software will help you reduce the costs of your events, both time and money, because you have everything from the invitation to messaging, logistics information, follow-up and much more concentrated in the same tool.

## SYSTEM INTEGRATIONS

Integrate your CRM and Marketing Automation systems with your all-in-one event management tool to identify and capture new customers. With integrations, you can easily transfer your event and participant data to monitor which type of events performs the best, and take advantage of the data to automate your marketing.

## VENUE SOURCING TOOLS

Let a third party help you find the perfect venue for your event. Talk about your preferences and desired outcome with a professional venue specialist, and they'll help you identify some places that could be a good fit. It is highly important for the venue to be a great match with your target audience to enhance the event experience. And the best part is some of these tools offer virtual tours.

**LYYTI**

## All-In-One Event Management solution

Lyyti for event marketing and participant management

Start building your event success with Lyyti!

**BOOK A DEMO**

# Event technology that enhance the participant experience

## ARTIFICIAL INTELLIGENCE (AI)

AI can benefit your event in many ways, some of which are more expensive than others. One slightly cheaper way of using AI is to take advantage of your registration data, the information the participants filled out while register for your event. AI can analyse a huge amount of data and detect patterns. For example, you could easily see who should be interested in networking with whom, based on the questions you asked in the registration form. It could be information such as interests, job role or industry. Besides the matchmaking process, AI will help you customise personalised recommendations for your participants. These are sure to enhance the event experience. More on AI and events on the next page.

## HYBRID EVENTS

Is there a chance many of your desired participants won't be able to attend? A hybrid event is both physical and online. By using live streaming, many more participants will have the opportunity to attend. Three major benefits of hosting a hybrid event are, first of all, it is cost effective because many of the participants are online. Secondly, if you host a good and well thought-out hybrid event, many of the "onliners" will attend in person next year. Thirdly, participating online is more eco-friendly.

## TECH THAT DRIVES BUZZ

A branded website that communicates all the buzz around your event will increase the engagement from your participants and attract more people to your event. During the event, be sure you have technology that makes sharing the ongoing experiences easy: video content, a photo booth, or just a simple hashtag will make all the difference. But it doesn't stop there. Be sure to share these moments with your participants afterwards, and don't forget those who could not attend. People love to see if they got caught on camera, and once those who could not attend see what they missed, they will for sure attend next year.

## CHATBOTS

Instead of running around and look for a staff member at the event, let the participant interact with and ask a chatbot. You will save time and decrease your staff's workload: everyone's a winner. Chatbots aren't difficult or complex. Today, chatbots can be created and used in many easily accessible channels, such as SMS and social media. Imagine a chatbot that can answer the most frequently asked questions about your event or send push notifications the participant can interact with: live event communication on a new level!

## INTERACTIVE LIVE APPS AND AUGMENTED REALITY (AR)

The average attention span of a human is around eight seconds. Be unique and try something different to a regular presentation. Interactive apps such as event gamification, live polls and surveys keep participants interactive and interested. Most people love to compete, so a live gaming app tied to the speaker's topic, will for sure increase those attention span seconds. Attending a live event, asking questions or voicing your thoughts in public can be scary. With anonymous live surveys and polls, participants can easily give feedback directly and also see what the majority of the participants think.

## PSST!

Event Technology can sound complex and expensive; however, it doesn't have to be. Look out for trends and try to figure out what your target audience appreciates, or even better, how to surprise them. You want to break through the noise and increase the attention span. Choose what type of technology to use wisely. Do research online and ask experts.

# AI and events

**USING AI** (Artificial Intelligence) for your event planning can help you streamline and optimise your processes, from choosing the right place and time to planning marketing strategies and creating event communications. Here are some tips on how you can use AI tools, such as ChatGPT, Jasper, and Midjourney for your event management.

## EVENT IDEAS

Ask the AI tool to brainstorm ideas for your event, whether it's a location, speaker suggestions, or theme.

## BUDGET

Plan your budget and optimise your expenses. Use AI to see how you can maximise your budget and identify areas you can cut some costs - without compromising on quality.

## ANALYSE YOUR AUDIENCE

Use AI to analyse your audience and their behavior. This can give you insights into what attracts and interests them, which in turn can help you create an event your attendees really don't want to miss.

## RIGHT TIME AND PLACE

Maximise participation by choosing the right time and place for your event. Use AI to analyse data from previous events and other events taking place at the same time as your event. You can then get help choosing the right time so that your event does not clash with other events. If you are going to have a physical event or meeting, you can also get help in finding the best possible place based on factors such as demographics, availability and price.

## MARKETING STRATEGY

Create a marketing strategy that is cost-effective while maximising engagement using AI. Get tool suggestions for using social media and email. You can even get tips on how to promote your event and increase sign-ups and attendance.

## MARKETING AND PROMOTE YOUR EVENT

Creating content, marketing, and promotion for your event can be time-consuming and sometimes frustrating. Luckily, there's a lot of help you can get from AI:

- 1.** Generate relevant and engaging content. Get help creating blog posts, content for social media, images, video and other materials that will help you attract more participants.
- 2.** AI can help you analyse your target audience and create relevant content that sparks their interest. Provide as much detail as possible to the AI tool to get the best results, such as age, interests, titles, frustrations, what industry they work in, where they live etc. Do you have multiple target groups at your event? Then ask the tool to produce different types of content so that you can adapt all communication to the different target groups.
- 3.** Optimise your content strategy by using AI to analyse data on what works and what doesn't. For example, it can be used to analyse how your social media posts and emails are performing, as well as give you suggestions on how to improve your communications and increase engagement levels.

However, we always recommend that you review the material you produce with your AI tools. Although it may feel easy to just copy and paste, it is important that everything you communicate, post on social media or post on your website, speaks your brand and is correct.



# Your personal event checklist

## 1. ANSWER THESE KEY QUESTIONS:

Why are you having this event?

---

Who are you inviting to your event?

---

What does the event give your participants? What are the key things you want a participant to walk away with?

---

How will you measure your event's success?

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What are the key elements of the perfect registration page?

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What is your [Experience Value Score](#) target?

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Which channel(s) will you use to promote your event?

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## 2. AUTOMATE EVERY SINGLE THING YOU CAN – BECAUSE THERE IS GOING TO BE MANUAL WORK NO MATTER WHAT

Automate every single thing you can, otherwise the phone rings off the hook and your inbox will fill up. Go through the checklist below to find out if you have automated everything you can:

- ☐ Automatic confirmation after signing up or buying a ticket.
- ☐ Allow participants to cancel registration (or edit their participant information) themselves. Then, you don't have to manually update participant lists and information such as allergies and transport requests.
- ☐ Automatic waiting list. When your event is full, participants can still get in line and hope for a cancellation. When this happens, they receive an instant notification and a new signup link. Once activated, you don't have to lift a finger: the waiting list system is fully automated.
- ☐ Automatically updated messaging lists. Prepare and schedule your event communication so it can be sent in the beginning of the event planning process. When people register, they will automatically be put on the registered participants' messaging list. If you've set a message to be delivered at the end of the month to all registered participants, the recipient group will be filtered when sent.
- ☐ Share real-time information. Events are all about sharing information with several parties (venue, catering, partners, sales team). The Lyyti online report is the busy organiser's best friend. Once the specified fields and columns for the report are set, Lyyti puts the report online and creates a link that can be sent to anyone who needs it. The report opens in the browser, and always displays the status quo when the page is refreshed. Everywhere and anytime, always with up-to-date information.



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