

LYYTI

Manufacture engaging events

Step-by-step guide for
event communication



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It is widely known that events are one of the most influential mediums to really connect with your audience. Events are not always the way to go. Still, if you are focusing on internal training, nurturing a network or supporting sales, events are a great way to build engagement.

When planning your event, it's good to remember that engagement starts way before anyone has attended the actual event. It starts from the very instance you make your event open for registrations. Be bold with your choices to target your audience, from marketing to the actual event.

Your event communication activities should follow the entire lifetime of your event - from the release to the very last thank you note.

Your activities should seduce, inform and activate your audience and turn them into engaged participants because you don't have an event without participants. Furthermore, without satisfied participants, you don't have a [successful event](#).

This is your practical guide to mastering the different stages of engaging event communication. First, we'll break down each stage in a clear timeline. The second section will reveal our best practices and secrets about one of our top specialties: event communication. You can also find some useful tips and a free downloadable template in our [comprehensive event marketing plan example](#).



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.

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

Your event's main pre-marketing goal is to get people to register. How do you do this? By having an interesting concept for your event. Only with that information can you build an influential event website and choose the proper marketing channels. The key for successful pre-event marketing is to know your target audience, how to reach them, and communicate with them.

Brand engagement starts when people see your event marketing for the first time, so make sure you are as clear and concise as possible. Make it stand out with visuals, be emotional if you can, tell a story, and always close with a call-to-action.

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.

ALSO, 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.

MATCH THE MESSAGE WITH THE AUDIENCE

Remember who your ideal participants are and find suitable ways and channels to connect with them. They should be interested in or have a need to attend your event,

If you target external audiences, you can create hyper-targeted invitations to attract the right participants based on their characteristics and behaviour.

When targeting internal audiences, you probably have a better view of whom you are targeting. If email is not an option, use SMS messages, and simple URL addresses that the audience can easily remember so that participants can register with their phone.

In any case, less is always more. Creating engagement boils down to addressing the right audience with the right message. An engineer in a manufacturing company might not be interested in a communication workshop. Still, they do care about the safety of themselves and their

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. Even encouraging word-of-mouth can be effective for internal events. Because you know your target audience by now, you know which medium you should spend the most time and money on.

Ask yourself questions like: "Where does the target audience spend the most time?" or "Who is a credible person to relay the message about the event?" Again, develop the content to agree with your target audience's characteristics and behaviour.

PRACTICAL TIPS:

- Use an event management platform like Lyyti to track the registrations. This way, you'll have a great overview of the participants that have reacted to your marketing. Seeing names, titles and locations gives you more ideas about who to target with your message. Suppose you have many marketing managers signing up. In that case, you can add more resources to target advertising to that specific participant type.
- Try to find some patterns, common denominators, or values among your 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.

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

It's time to get the people who have signed up to actually attend your event and engage with the content and other participants. Do this by creating personalised experiences that trigger curiosity. Use the participant data collected from registrations before, during, and after the event.

BUILD THE HYPE

Before the event, use the insights you've collected about the participants to personalise the experience. Use information such as name, role, company, location, and participant status to segment and customise communication.

PRACTICAL TIPS:

- Provide a space for the participants to network before the event. You can build a specific website for networking or create a LinkedIn group. Prompt participants with questions, suggestions for action or reveal surprises to keep them engaged.
- Use pre-event surveys to collect valuable data that will help you to create a personal and unique participant experience. Ask what they expect from your event.
- Make sure the experience from signing up to attending the event is seamless. Lyyti offers the Online Event Connector for online events that links Lyyti to the meeting software of your preference. It's a smooth and safe way to invite participants to your event and check their attendance at the same time. And the best thing about it is that it doesn't require any technical knowledge or effort from you.

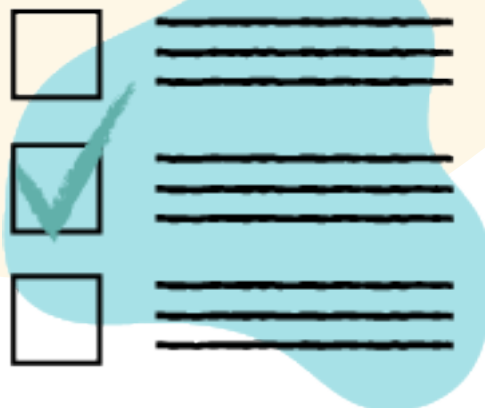
KEEP 'EM HOOKED

Your participants won't engage at your event if there's no space for that. When you plan the event, include ample opportunities for interaction. Don't rely on engagement that happens without some encouragement. In our experience, this rarely takes place.

Just as with pre-event marketing, it's important to be clear, inspiring, personal, and maybe deliver something unexpected during the event. Tell stories that tap into the emotional elements of your topic.

PRACTICAL TIPS:

- Suppose you are organising a hybrid event that some participants attend virtually. In that case, you can provide an extra chat specifically to the virtual audience to discuss with the host and network with each other.
- Use polls - either virtual or "stick your hand up" style - to gauge opinions. It's always good to be prepared to draw conclusions based on the answers. Say you ask how many from the audience are hosting a virtual event themselves. Then you can provide some statistics after the poll that link your audience to the bigger scheme of things.
- In the case of internal trainings, you can chat with some of the participants before the event and ask them to support the Q&A session with the first questions. Or ask someone to tell an exciting story about how a problem was solved or how they delighted a customer.



FEED THE BEAST

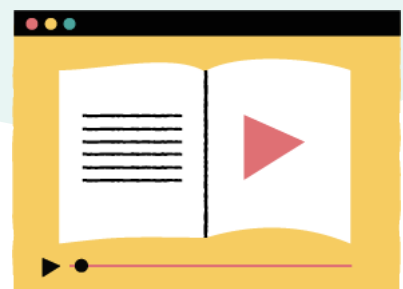
You managed to host the most spectacular event you ever organised. Now what? You should keep feeding the audience to drive in the point and leverage the experience.

Use post-surveys to collect valuable data that will help you to optimise your future events. Create a standardised form that asks the participants the same questions after each event. You will have a benchmark that enables you to evaluate your events in the future.

Segment the audience based on the participant status (ex. no-shows, specific workshop attended, day vs. evening participants etc.). Proper communication with the correct participant is critical. For example, it's important not to send a "no-show" a feedback form.

PRACTICAL TIP:

- Your event can live on for a long time. Create video clips, save the best quotes, take photos and write reports. All of this material can be shared on your website, social media, in internal and customer newsletters, you name it!



PSST!

CREATE BUZZ!

You don't have to do everything yourself! Make sure you have content the participants can share on social media before, during, and after the event. This could be banners, hashtags, photos, and special offers.

3. POST-EVENT MARKETING: HOW TO MAKE PEOPLE ACT

Post-event marketing aims to get people to act on your message. You can convince them to purchase your product or apply new ways of working, for example. You need to combine all the gathered information and use it efficiently. You can take the first steps as part of the post-event marketing but eventually, the contact should move to your sales team or your organisation's other business units which will continue the conversation.

ASK FOR FEEDBACK

The first thing to do after your event is over is to ask the participants' feedback. Lyyti has developed the Experience Value Score (EVS) to gather the same feedback from all your events. A feedback request is sent automatically after the event to all participants and you'll receive at least an overall score for your event and open feedback if you choose to ask for it.

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. You already got some data from the registration. Now you also have data from the event itself and the post-event survey (for example, you now know who attended the sales workshop or who represents which company). The more data you can find, the better you can communicate with your target audience.

PRACTICAL TIPS:

- According to the Event Success Management principles, you should always ask for feedback. After analysing the feedback and completing a retrospective of your event, you can commit to action that will improve your next event and set you on the path towards successful events.
- Remember to respect the GDPR rules of collecting data about prospective customers and other stakeholders. You should have a smart process how to manage and remove data if
- For data handling, Lyyti offers many integrations to different software. For example, many customers integrate to Salesforce to aid their sales team and Customer Success Managers in making informed decisions about promotions and communication. Many customers also rely on an integration between Lyyti and Sympa - an HR tool - to understand participation in internal events and trainings.

CREATE CONTENT BASED ON EVENT DATA

The content you will create and send out should be informed by the data you've gotten from your event and the participants' buying behaviour (ex. a white paper about how your product will increase sales, or how people in Stockholm are using your service).

Now that you've hooked your audience to your brand, you can be a bit more analytical in your message. For example, if you are selling a product, you can highlight features or advantages that benefit your audience the most.

PRACTICAL TIPS:

- Have a content plan that supports your marketing efforts, external or internal. Know what your audience doesn't know and deliver information based on their stage in your sales funnel. There are usually four stages: awareness, consideration, decision, and delight.
- You can nurture a newly founded relationship - for example - with recurrent and customised email communication. Participants who attended your sales workshop 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.
- Like 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 add nurturing workflows to your post-event marketing plan to build on your relationship with potential buyers.





Lyyti is the leading Event Success Platform that helps you create live, online and hybrid events.





Talk to one of our experts:
lyyti.com/en/talk-to-sales