

**Eventbrite**

# The Ultimate Guide to Copywriting for Events



Words are powerful.

They can spark movements, bring people to tears, educate, and inspire. They can sell things, too — like event tickets..

Welcome to copywriting.

Copywriting is the art and science of using words to persuade the reader to take a specific action.

As an event organiser, that often means persuading people to buy tickets or register for your event. But your powers of persuasion can also be used in other ways: to inspire your reader to sign up for your free guest list, share content with their friends, or fill out a post-event survey.

In this comprehensive guide, we'll focus on how you can apply copywriting principles to better market your events and sell more tickets. You'll get expert advice on everything from headlines to email invites to event page copy that converts.

Because as it turns out, copywriting isn't just about words — it's about numbers, too. The right copy can make a significant impact on your bottom line.

It can also give you a big competitive advantage over other organisers who don't choose their words as wisely.



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# 01

## Core Copywriting Principles

Let's start with the basics.

# Writing for Your Audience

## Understanding your core proposition and target market

At the root of all effective copy is a deep understanding of the reader. After all, how can you write in a way that resonates and connects with someone you don't know?

Before you write anything, get to know your audience. Conduct research, dig into past event data from your ticketing or registration reports, study old attendee surveys, and interview potential attendees. How old are they? Where do they live? Are they mostly male or female? How do they speak? What are their interests? What keeps them up at night?

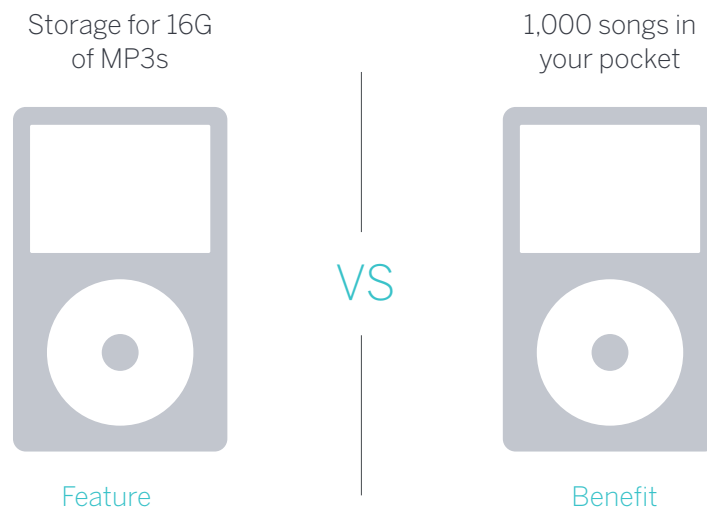
Most importantly, how does your event help solve those challenges?

As you write, imagine you're having a conversation with your target reader. After you've crafted your copy, ask yourself if it offers them a compelling way to solve their problems and/or improve their lives.

## Conveying benefits, not event "features"

Conveying benefits to your reader is the single best way to keep them nodding along with you on their journey to a sale. Why? Because generally, people don't buy products — they buy what the product will help them do. The same goes for events; don't just tell people about the great "features" of your event (such as your list of performers, your amazing venue, or the menu for lunch), tell them *how your event benefits them*.

Just look at how Apple decided to frame the iPod; it wasn't about the device's technical prowess, but what the customer could do with it::



Ask yourself how your event helps your attendees and why they should care.

The most powerful benefits to convey are emotional benefits. It's often cited by sales and marketing pros that people buy on emotion — then rationalise their purchase decision later<sup>1</sup>. Use your copy to create that emotional response.

Here are some examples of event copy driven by features, benefits, and emotions:

Feature-driven	We've got 20 speakers lined up for our conference
Benefit-driven	Get industry insights from 20 industry leaders
Emotion-driven	Set your strategy with confidence, using exclusive insights from 20 seasoned industry leaders

Feature-driven	Our 10k run is set in a beautiful natural landscape
Benefit-driven	Enjoy the beauty of our 10k run, set in all natural landscape
Emotion-driven	Feel energised by the beauty of a stunning natural landscape

Feature-driven	We've got 5x more mobile charging stations than any other festival
Benefit-driven	5x more charging stations means you'll never be without your phone at the fest
Emotion-driven	Stay connected and share your memories as they happen; 5x more charging stations means you'll never be without your phone

Which version of the copy above resonates most with you?

As you can see, conveying benefits — emotional benefits — creates a stronger connection with your reader by making them the protagonists of your story. Connect with your audience by telling them how your event will make their lives better in your copy.

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<sup>1</sup> <https://www.psychologytoday.com/blog/inside-the-consumer-mind/201302/how-emotions-influence-what-we-buy>

# Finding Your Event's Brand Voice and Tone

Establishing a strong brand for your event helps you differentiate your event and build loyalty with attendees. This goes beyond a nice logo. It's not just about how your event looks — but how it speaks, too. That's where voice and tone guidelines for your event come in.

Let's start by talking about voice. What's a brand voice? A brand voice is the purposeful, consistent expression of a brand through words and writing styles. It's how you express your event's personality.

Think about it this way: If your brand were a person, how would they talk? Are they formal and buttoned-up? Or are they a little more playful and laid back? Think about which voice will resonate with your particular audience.

Take the [VMWorld conference](#), for example. For their 2013 event, they created messaging that brought their bold and inspiring brand voice to life, asking attendees to “defy convention”:



Once you've determined the appropriate voice for your event brand, stick to it. Sure, it can evolve as your event matures, but you shouldn't speak in completely different voices across your copy. Inconsistency can be jarring and turn your audience off. Imagine that a friend you spoke to casually every day started addressing you formally by your last name. That would be a little off-putting, right?

The same concept applies to your copy, because ultimately, you're talking to a person. You want them to become familiar with your voice and look forward to hearing from you. That type of connection and trust can foster attendee loyalty, and even inspire them to advocate on your behalf.

You also want to be sure you're speaking in way that's appropriate for your audience's situation, need, or feeling at the moment. That's where tone comes in. While your voice never changes, your tone adjusts depending on when and where you're addressing your reader.

To help guide your tone, ask yourself these three questions before you start writing:

- 01 Who are you talking to?  
Depending on your specific audience, you may want to dial your formality up or down. You may even want to slightly adjust your vocabulary. For example, if you target some of your promotions to an older, less tech-savvy audience, avoid using too much slang or complex technological terms in your copy.
- 02 Where are you talking to them?  
Different channels may call for different tones. If you're presenting research to your audience in a long-form report, more formal language may be appropriate. If you're talking to them on their Facebook feed, consider using a lighter, more playful tone.
- 03 How do they feel at the moment?  
Is your reader frustrated, upset, or confused?  
Say they're trying to buy tickets to your event, but you've already sold out. Your message that breaks the news probably isn't the best place to use humour. Rather, you'll want to use a tone that's supportive, helpful, and clear. In contrast, an upbeat, lively tone would be appropriate for telling an attendee that they've scored a backstage pass to your next concert.



# Creating a Writing Style Guide

Style guides outline the way your company writes. They help you write consistently across your organisation and your various channels, and are especially helpful for onboarding new team members or freelancers. If you have multiple people working on your event marketing copy, a style guide can help you ensure you all stay on the same page.

It's common to see a company's overall writing style described in three or four adjectives. For example, Eventbrite's style is conversational, clear, informative, and polished. MailChimp's style is clear, useful, friendly, and appropriate.

What writing style is right for your organisation and your audience? Lay out the description of your overall style at the beginning of your guide to set the tone. Then, get as granular as you like. Some style guides stay fairly high-level by providing only general rules for writing different types of content (i.e. blog posts versus emails). Others get very specific, answering questions like: should you use terminal punctuation in bullet points? When should you use title case instead of sentence case? Is it okay to use contractions in your copy?

Your style guide can also include any specific words you want people to use — or avoid — in your communications

Check out [MailChimp's Content Style Guide](#) for inspiration.



## GO TO SECTION

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- [Voice and Tone](#)
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- [Web Elements](#)
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- [Writing for Social Media](#)

## Welcome to the MailChimp Content Style Guide

This style guide was created for MailChimp employees, but we hope it's helpful for other content and communications teams too.

### If you work at MailChimp

This is our company style guide. It helps us write clear and consistent content across teams and channels. Please use it as a reference when you're writing for MailChimp.



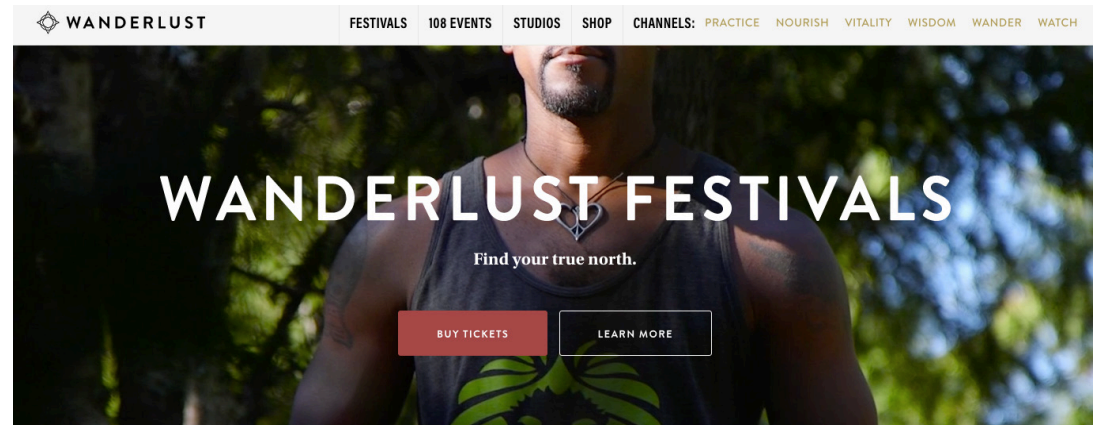
## Copywriting in Context

Now let's look at some real-life examples and put these copywriting principles into action.

## Taglines & Headlines

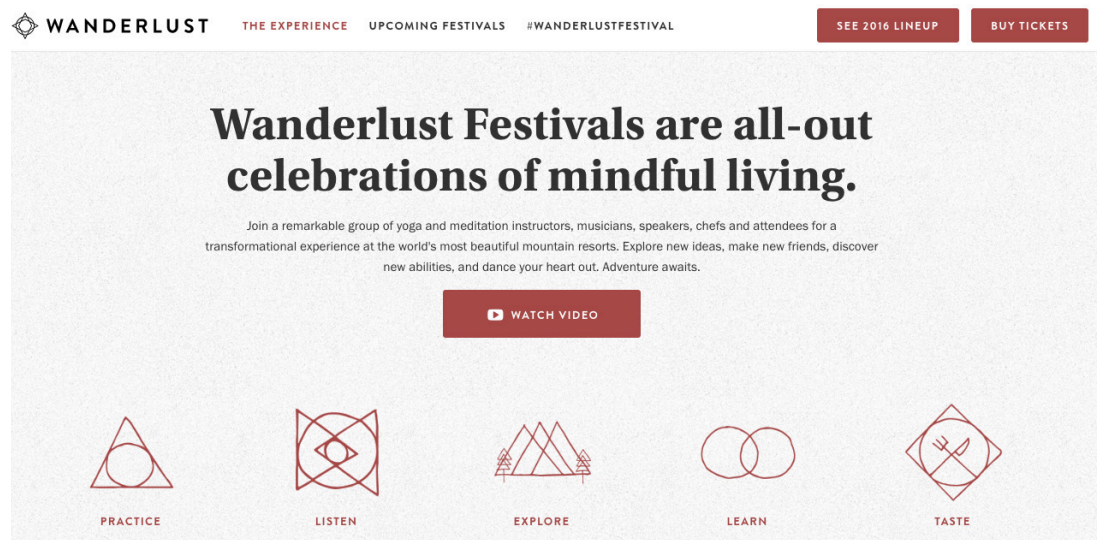
When it comes to events, a “tagline” is often used to convey the value of your event in an inspirational and memorable way. It might appear under your event name on your website, in emails, and on at-event collateral.

Here is how [Wanderlust](#), an international yoga and mindful living festival, showcases their tagline “Find your true north” on their festival website, under rotating videos of event footage:



In contrast, headlines are context-specific, and can be used in a variety of formats to let your audience know what they’re about to read. You can use headlines on your event page, your website, and in your email copy.

Here’s an example of how Wanderlust uses headlines — in this case, “Wanderlust Festivals are all-out celebrations of mindful living” — to summarise their event as a whole. They then use simple headers to define topics under Practice, Listen, Explore, Learn, and Taste to define what participants will experience, rather than activities they will complete.



Before we get into headlines, let’s dive into taglines first.

## Crafting your event tagline

When you hear “The Happiest Place on Earth,” you probably think of Disneyland. **Strong branding** — and a great tagline — are to thank for this association. While the tagline is certainly catchy, it also captures the unique value Disneyland has to offer: a child-like sense of happiness and escape. The same concept applies to your event tagline; it should convey the value of your event in a memorable way.

Here are a couple of tips for crafting taglines that are memorable and value-packed:

01

### Length

There's no perfect length for a tagline. Sometimes it's just a few words, and sometimes a couple of sentences.

Google typically displays up to 160 characters in the search results below the name of the site, so if you don't want an abridged version of your tagline to appear, you should keep it under that character limit.

02

### Methodology

There is no single “best way” to structure a tagline, so you'll need to go through a process of writing multiple options and discussing them with your team. If possible, test them out to see which resonate most with your audience.

Start by identifying your event's unique selling point. Ask yourself:

- > What is the ultimate benefit I want my attendee to gain?
- > How will my event make my attendee's life better?
- > Why is my event better than my competitors'?

Once you've identified your event's unique selling point, play with wording to arrive at a tagline. Don't worry about being too clever, your primary goal is to clearly express the value of your event. If you can inject some of your brand personality too, even better.

Take Wanderlust's tagline “Find your true north” as an example. It's short, yet still manages to convey its ethos in just four words.

## Writing attention-grabbing headlines

You can use headlines in a variety of ways. They can help you introduce an email, set up a blog post, or describe a session in your at-event program.

“On average, 8 out of 10 people will read headline copy, but only 2 out of 10 will read the rest.”

Brian Clark  
Founder, Copyblogger

8/10

people will read headline copy

2/10

will read the rest.

Here are four guiding principles that will help you craft attention-grabbing headlines for your event copy:

01

### Relevance

This is a guiding principle for pretty much any copy you write. Your headline has to appeal directly to your target reader, and use language they use.

Spend time talking to your audience or reading what they read and write. Check out comments sections, social media, or forums so you can see exactly what kind of language they use. Then mirror their use of language, tone of voice, and idioms to build instant rapport and trust.

While you want your copy to be intriguing, never trick people with a misleading headline. You might get you more clicks once or twice, but overall, you'll lose trust and credibility..

## 02

### Value

Why would someone spend even a minute of their precious time on your content? Readers will click to read because they expect to get something in return for their time.

Maybe it's a great anecdote, inspiration, or to learn something new. Maybe they expect it will make them laugh and they'll want to share with their friends. Whatever the value is, convey it in your headline.

Don't be coy. Headlines are there to do one job — and that's to sell what comes after.

## 03

### Concision

Shorter headlines are faster to read, but they're also better suited to the digital world. How so? First of all, Google will only display 50-60 characters in their search result headlines (depending on screen size). Secondly, most email clients will only display between 30 and 50 characters of a subject line, again depending on the email provider you use and the size of your screen.

So if you want people to see the whole headline and not have an algorithm edit it for you, keep your headlines to around 50-60 characters (including spaces).

That's not a lot of real estate to play with, yet you can't be too vague, clever, or cryptic, because you still need to show relevance to your audience and promise them value.

This is why writing great headlines takes time — which leads us to the final guiding principle.

## 04

### Iteration

Your first headline will almost definitely not be your best. In fact, your first five might not be your best.

Many successful publications will write out 20-25 different variations of a headline to get it right. Legendary copywriter David Ogilvy once rewrote the headline for an car advertisement 104 times!

Now you may not go that far, but if the headline is such a crucial element to the success of your event, email, or blog post, shouldn't you spend more than 5 minutes on it? The more options you write, the more likely you are to end up with a winner.

# Crafting an Event Page That Sells

## Writing for search

To [sell tickets](#) or registrations, you'll need to get people to your event page first. That's why it's important to consider [SEO](#) (search engine optimisation) as you're crafting your event page. Smart SEO strategies help your event show up high in results when people search for things to do online. .

If your event is hosted on Eventbrite, you're already one step ahead. Eventbrite listings have built-in features that take care of critical SEO elements for you. Eventbrite also has extremely strong ranking authority, which means that Google trusts pages on eventbrite.com.au. Thanks to Eventbrite's ranking authority, your event page is more likely to show up at the top of event-goers' search results.

Whether you're on Eventbrite or not, you may have a separate event website in addition to your ticketing page. While this other site may require a bit more SEO work than an Eventbrite page, there are steps you can take to make your event easily searchable.



Here are tips for setting up a search-friendly event website from Eventbrite's SEO expert (and former copywriter), Brendan Baker:

When it comes to copywriting for SEO, it all starts with a keyword. Your primary goal is to make sure people can find your specific event if they were to start where most people do — Google. So if you're hosting a 5K run in Melbourne in July called the "Melbourne Fog Run," your first goal is to show up in search results for "Melbourne Fog Run."

Your secondary goal is to capture demand when people are searching topics related to your event. So beyond your event title, you might consider topic-level keywords like "5Ks in Melbourne" or "running events in July." Keep in mind, however, that ranking for topics can prove challenging, depending on how competitive your event category is — so set that expectation early on.

Now that you know what keywords you want to focus on, let's continue with the Melbourne Fog Run event example, and fill in the important SEO elements accordingly. If your website is hosted on WordPress, you can use a free [SEO plugin called Yoast](#) to easily fill these in:

01

**Title tag:**

This is the title of your page as well as the headline of your Google listing. It is very important that this element contains your target keyword(s). In our case, that would be the primary keyword "The Melbourne Fog Run" with our secondary stretch keyword "5K," making the title "The Melbourne Fog Run 5K." That should hopefully be enough to get your page in the running (pun intended) for a first page ranking for "Melbourne Fog Run" and potentially "Melbourne 5Ks," depending on how popular your event is.

02

**Meta description:**

This is the description that will appear in the Google search results below the title tag. While this description does not have ranking implications (meaning you don't necessarily need to include your keyword(s)), it can compel people to click on your listing. In other words, think of your organic Google listing as an advertisement, and make a compelling pitch!

For our 5K example, we might try something like "Looking for a healthy and FREE activity? Sign up for the Melbourne Fog Run on July 19th and enjoy an exhilarating run through Melbourne. Step up to the challenge & register today!" Note that I included the date, the city, the name of the event, a selling point or two, and even a corny pun! (Note: Pun is not required — or even advised).

In general, you'll want to keep your meta description under 160 characters to avoid the copy getting truncated in search results.

03

**H1:**

Now that your titles and descriptions are ready to go, it's time to seal the deal with a great headline. For the h1 (the headline of the page), I would suggest finding a way to include your keywords once again. You can even use the same language as your title tag.

04

**Body Copy:**

To create high-ranking copy, remember this simple rule: make it original and make it useful. Writing original copy (meaning it's not borrowed from another source) is something that both site visitors and Google appreciate. If Google thinks your page is a duplicate of another, it may exclude your page from its search results. If you have an Eventbrite page, you may want to consider using slightly different language on your event website so Google doesn't mistakenly hide it.

As for useful copy, ask yourself this question: "If I Googled my own event, would my page answer everything I need to know about it?" If not, what's missing?



## Writing for conversion

Now that you've led people to your page, it's time to convert them from site visitors to ticket buyers. How? By writing for conversion.



We asked Joanna Wiebe, the original “conversion copywriter” and founder of popular blog **Copy Hackers**, for her take on writing event website copy that sells:

If you were to lay out the world's greatest “high-selling event page,” where would you start? What key elements would you include?

I'd start by thinking about where the prospect is at, which means identifying my “one reader” (as part of the [Rule of One](#): one reader, one offer, one big idea, and one promise). How aware of this event is my one reader? What messages has she seen about my event before landing on this ticket or registration page, and what messages did she see immediately before landing on the page? The answers to those questions drive what goes on the page. The copy has to move the reader from where she is to where she needs to be to buy a ticket to the event, and it can't do that without answers to those questions.

So you kick off the top 10% of the page by matching where the prospect is at. Take the remaining 90% of the page to convince the reader that your event is the cure to what ails them. Only when you get to the close should you start using persuasive elements like scarcity, urgency, incentives, or even social proof.

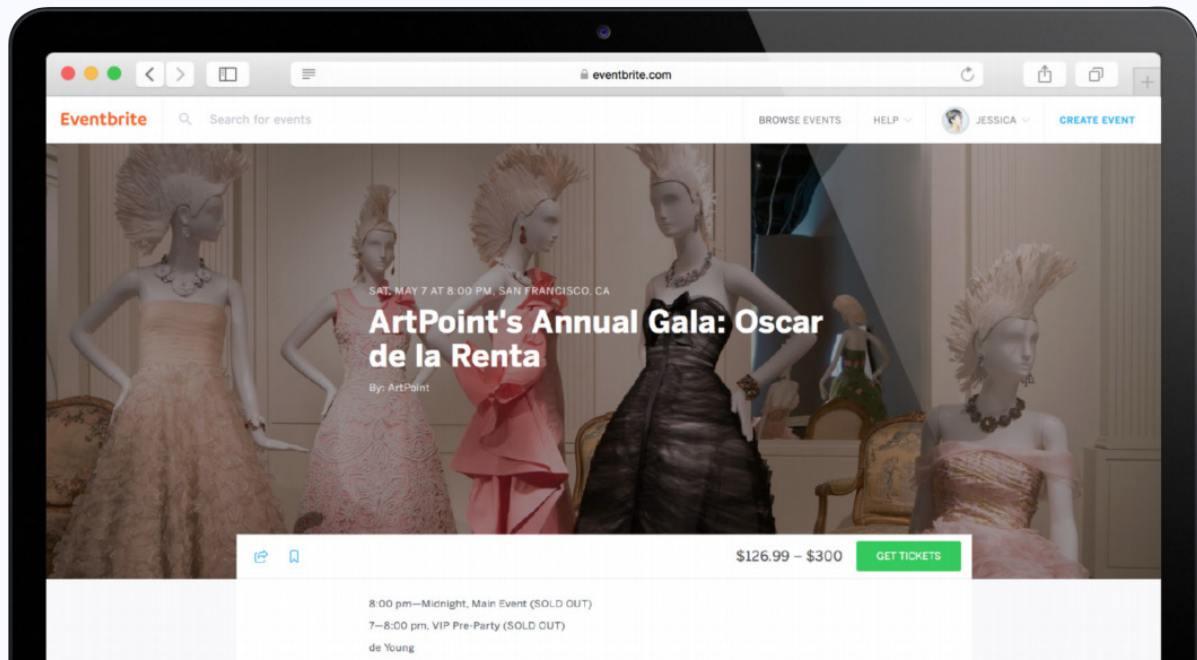
Do you see any key differences between selling an experience (like an event) as opposed to a consumer product?

They're both selling the prospect a better, happier version of themselves. But while consumer products try to position their products as experiences, events actually are experiences. This ought to give events a leg up against consumer products... but does it?

The closer a prospect gets to considering attending an event, the more that event may become comparable to other equally expensive things — especially vacations. An event that is not a vacation (and 99% of events are not vacations!) needs to come across on the page as better than a vacation. Hotels, food, friends — those are the stuff of vacations and events alike. So let's say your event is a conference. How do you make your event hotel, your event food, your event networking, and your event activities sound better than the prospect would have planned for their own vacation? Then add the cherry on top: you don't have to take vacation days for the event and your boss pays for it.

Aside from your core messaging, let's talk about other content you can include on your event page. Keep reading for ways to inspire page visitors to hit "buy now" — before a distraction comes along.

Here's an example of an event page on Eventbrite:



## Giving page visitors the info they need

According to Eventbrite research on event-goer buying patterns<sup>2</sup>, the top two places people bounce to after visiting your event page are YouTube and Google Images. Why? Because they're looking for videos and photos that will show them what to expect from your event.

Event-goers use these sources to validate that your event will be good, that they will feel comfortable and enjoy it, and that it's worth putting their reputation on the line by inviting friends. As you write your event page copy, include information to ease their concerns. Let them know the dress code, whether food and drinks will be served, and the number of attendees you expect (if relevant).

Beyond your copy, keep people on your page by embedding photos and video that answer all of their questions. Take well-lit, professional photos of your space that capture the ambiance. If you're hosting a musical act, make sure to include video clips or sound bites of performances. The more confident potential attendees feel about the experience that they're considering, the more likely they will be to complete the purchase.

<sup>2</sup> <https://www.eventbrite.com/blog/consumer-insights-craft-an-event-page-that-sells-ds00/>

Event pages are also a smart place to leverage social proof. “If you’ve run the event before, let the testimonials and stories of past attendees shape your site,” says Joanna Wiebe of Copy Hackers. “There are no sure-fire tricks in copywriting, but starting your page with a story goes a long way in nearly every case I’ve seen”

“When people are looking for things to do, they want to consume as much information as possible around an event. They want to feel confident that they know what to expect, and that they’re choosing the experience that best matches how they want to spend their time and money.”

Tamara Mendelsohn

VP and General Manager, Consumer at Eventbrite

We’ve talked about how to drive new visitors to your page through SEO and how to use copy to drive sales once people are on your page. Next, let’s explore how to communicate with your audience in another place: their inboxes.

## Creating Effective Emails

Chances are, you use email a lot for your planning, promotion, and post-event follow-up. For good reason — it’s a direct line to your audience and, if used the right way, it can be a primary driver of your ticket sales. After all, a staggering 91% of people check their email every day<sup>3</sup>, and 66% of online consumers have made a purchase because of an email<sup>4</sup>.

There’s even better news for organisers: Eventbrite’s research has shown that event-related emails generate open rates between 25 and 40%, and click-through rates between 25 and 40% — well above marketing email standards<sup>5</sup>.

The problem is, email is an extremely popular marketing channel, so you have to compete for attention in event-goers’ cluttered inboxes. While there are tons of [email marketing](#) strategies you can use to get a leg up on the competition (you’d be amazed at what a simple change in formatting can do), we’re going to focus on copy techniques here.

So what are the two biggest influencers on whether or not your email gets opened? It’s the first two lines of copy your attendees see: the name of sender and the subject line

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<sup>3</sup> <http://www.marketingcloud.com/blog/91-of-consumers-use-email-at-least-daily/>

<sup>4</sup> <https://thedma.org/blog/data-driven-marketing/saturday-stat-series/>

<sup>5</sup> <https://www.eventbrite.com/blog/academy/beyond-the-basics-event-email-marketing/>

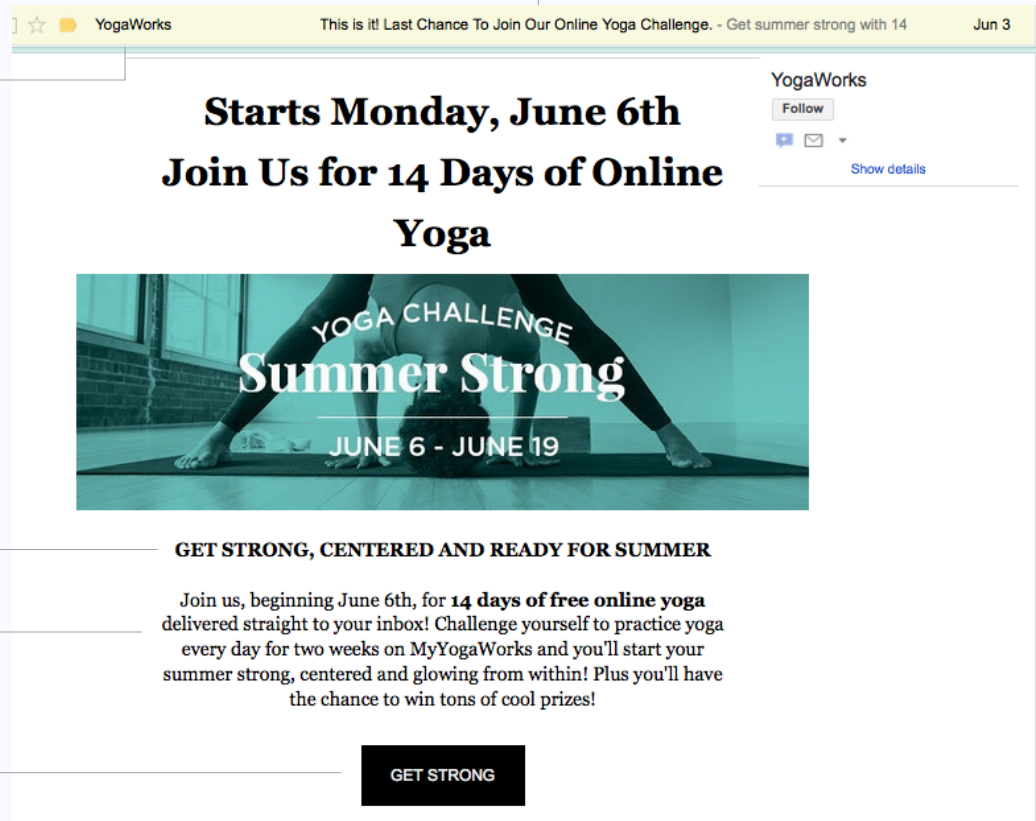
Subject line

Name of sender

Headline

Body copy

CTA



Name of sender

As you're writing email copy, don't neglect the name recipients see in their inbox. It's a smart idea to send your emails from a recognisable source (in other words, from your organisation's email alias, not from [yourevent@gmail.com](mailto:yourevent@gmail.com)), especially if it's the first time you're reaching out to an individual or group. To avoid getting your email trashed before it's opened, let your reader know you're a trusted source at a glance.

You may also want to test various sender names against each other to see which sender(s) perform best. For example, you could send one version from your company name, and another from your name, your boss's name, or the name of a popular speaker at your event. Once you've found a sender name that works, stick to it. Consistency breeds familiarity and trust!

Subject lines

According to MailChimp, the best email subject lines are 50 characters or less<sup>6</sup>, so you'll have to be selective in your word choice. There are many of theories about subject lines, but in general, you want to be descriptive and provide the reader with a reason to open your message. Here are a few pro tips to consider when crafting your next email subject line:

<sup>6</sup> <http://www.marketingcloud.com/blog/91-of-consumers-use-email-at-least-daily/>

- 01 **Be specific.**  
Be brief and ultra-specific. You want to let your reader know what to expect when they click. Are you sending a “Save the Date” for your beer festival? Your subject line could simply read: “Save the Date for Sydney Brewfest on 10/20.”
- 02 **Create a sense of urgency.**  
Subject lines that create a sense of urgency or exclusivity can boost open rates by 22%<sup>7</sup>. While you don’t want to come off as pushy (or get caught in a [SPAM filter](#)), urgency is a powerful tool for driving sales. A message like “Heads up: Tickets for Sydney Brewfest are almost gone!” can be just the motivation last-minute ticket buyers need.
- 03 **Make it personal.**  
Personalising a subject line with the recipient’s name or city can increase open rates by 20%<sup>8</sup>. You can use email marketing software to automatically personalise or localise your subject lines, but you can also use smart copy strategies to make your emails more personal. By segmenting out your email groups by geographies or attendee personas, you can craft targeted copy that mentions that group’s city or specific pain points.
- 04 **Test, test, and test some more.**  
Find out which copy resonates the most with your audience by [A/B testing](#) your subject lines. Look at your email data to see which formats inspired the most opens and clicks, and then use your learnings in future emails. The more you experiment, the more you’ll learn!

## Email body copy

In general, keep event promotion emails short and to-the-point. Place essential information about your event (like date, location, and a link to buy tickets) at the top of the email. The less your reader has to scroll to find need-to-know information, the better.

Remember the benefit statements we discussed earlier? Use the body of the email to tell your reader the emotional benefits of attending your event. For example, “Dog training experts will take the stage,” can be re-framed to focus on the reader’s emotional benefit: “Solve your most frustrating training challenges with expert advice.”

If you have great visual content to feature (like past event photos or a headshots of your speakers), include it! Just don’t hide your call to action (CTA). Put your CTA at the very top and bottom of your email to make it as fast and easy as possible for attendees to find — and click.

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<sup>7</sup> <http://blog.hubspot.com/sales/subject-line-stats-open-rates-slideshare#sm.00000t3ey-c0vpyf0xzl87auujkx9b>

<sup>8</sup> <http://kb.mailchimp.com/campaigns/previews-and-tests/best-practices-for-email-subject-lines>

## Calls to Action (CTAs)

A CTA (call to action) is a prompt for your reader to take an action. Your content should always include a CTA — whether it's asking the reader to learn more about your organisation, check out a speaker lineup, or buy tickets to your event. They often appear as succinct lines of copy or brightly coloured buttons.

Effective CTAs are:

01

Action-oriented:

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Leading with a verb is a smart move

02

Singular:

---

Multiple CTAs can create confusion; even if you include multiple buttons, stick to one message!

03

Clear:

---

Your reader should know exactly what to expect when they click

Here are two examples of how you can lay out a CTA:

Check out Digital Commerce  
Summit today and save

GET TICKETS

Now let's talk about putting your event promotion somewhere else event-goers spend their time: their social feeds

# Writing Shareable Social Copy

Social media is one of your biggest allies when it comes to affordable event promotion. There are few places you can get your event in front of so many people — for little to no cost.

The most commonly used platforms are Facebook, Instagram, LinkedIn, and Twitter, but there are new social networks popping up all the time. For help determining which social platform is right for your event, check out our [Social Media Cheat Sheet](#).



Once you've decided which social channel(s) to focus on, use these 10 pro copy tips from Eventbrite's senior social media manager, Christy Huggins:

01

Keep it short and simple!

Studies show shorter tweets generally have higher engagement. On Facebook and Instagram, try to keep the text short enough that readers don't have to expand the post to read your whole message.

Pro tip: On Instagram, keep your caption short, and then put all your hashtags as the first comment.

02

Hook readers right away.

People have short attention spans and they're likely skimming through busy feeds. Catch their attention with your first few words..

03

Use pronouns.

Words like "We," "Ours," "You," and "Yours" can make your posts feel more personal and targeted.

04

Keep it casual.

You certainly want to be professional — and some events may warrant higher levels of formality — but in general, people are looking for casual, conversational content on social media. One way to sound more conversational is to use contractions (for example, "you're" instead of "you are").

- 05 Think about ways to save characters.  
Use an ampersand (“&”) instead of “and.” Use “2” instead of “two” and “4” instead of “four.” Before you use “2” instead of “to” / “too,” or “4” instead of “for” ask yourself — does your audience care about grammar?
- 06 Proofread.  
Comb your social post for typos before you post it. Better yet, ask a coworker to lend a second set of eyes to catch anything you may have missed.
- 07 Re-read.  
This is different than proofreading for errors or typos. Re-read your post, ideally out loud, before publishing to make sure it sounds the way you intended. Could your copy be misinterpreted, leading to confusion or unintended inappropriateness?
- 08 Have a clear CTA (call to action).  
And make sure it's easy for people to take that action. Asking them to buy tickets? Include the clearly-labeled link to the ticketing page! Looking for donations? Include a link to the exact page where they can donate.
- 09 Include a photo.  
Posts with photos have statistically higher engagement rates ([313% higher on Twitter!](#)) and will better catch people's attention in crowded feeds — so they stop and read your perfectly crafted text!
- 10 Use relevant hashtags...in moderation.  
Hashtags can be a great way to get your content in front of new and relevant audiences (or just to add some fun commentary to your post). #But #nobody #wants #to #read #a #post #where #every #word #is #hashtagged.



## Crafting A Great Event Hashtag

Hashtags are great for spreading the word about your event — and collecting content from attendees after it's all said and done. You can even use hashtags during your event to engage sponsors or start a conversation between guests and speakers.

How to craft an effective event hashtag:

### Relevant and descriptive :

---

including your event name and the year is a common strategy

### Unique:

---

#SocialMediaConference might be relevant and descriptive, but it's not unique, so chances are people will be using it for conferences other than yours

### Short:

---

the shorter the hashtag, the easier it is for people to remember and use it

### Easy to understand:

---

abbreviations and acronyms are great for keeping hashtags short, but make sure the hashtag isn't too complicated for people to decipher like #MSTHITCFPTD)

#### Pro tip -

Do a thorough search across platforms for the hashtag you want to use to make sure it isn't already being used for a different purpose... and that it doesn't surface any #NSFW (not safe for work) content.

Here are some examples of great event hashtags:

#CollisionConf for tech event [Collision conference](#): The lengthy word "conference" has been shortened to "conf." The result is a catchier, shorter hashtag!

#IMDS16 for the [Interactive Minds Digital Summit](#): This is a good example of shortening a long or common event name (instead of #digitalsummit or #interactiveminds)

#BottleRock for the [BottleRock Napa Valley music, food, wine, and beer festival](#): A great example of keeping your hashtag short and sweet. #BottleRock is unique enough that it doesn't need additional words like "napa" or "festival" in a hashtag.

Now your big day is finally creeping up. You're nearly done with your email promotions, and your banner ads have run their course. It's time to start thinking about copy at your event.

# Engaging Your Audience with At-Event Copy



At-event copy includes materials like signage, schedules, and handouts. In general, at-event copy is more functional than pre- and post-event copy, which is designed to provoke actions. For example, the copy you write before or after your event may ask the reader to register for your event, download content, or take a survey. Your at-event copy is much more focused on helping attendees navigate their surroundings.

Here is advice for crafting crisp at-event copy from Eventbrite's senior event marketing manager, Amy Keith:

At-event copy tends to fall into three major buckets: logistical copy, brand-building copy, and instructive/demonstrative copy. Here's how I think about each set of copy needs:

## 01

### Logistical:

Logistical copy (such as on-site signage) should be fail-proof. Imagine that you walk in the entrance of your event for the first time. Would you know where to go next? Once you get there, would you know what you're supposed to do?

Assume that people are always going to have questions. If you don't anticipate those questions and answer them quickly, you'll have a confusing, frustrating attendee experience on your hands.

Some questions that attendees may have are:

- > How do I access the WiFi?
- > Where are the restrooms?
- > Where is the nearest public transportation?
- > Does this event have food options that fit my dietary restrictions?

Remember, there are many formats you can use to communicate with attendees beyond traditional at-event signage. Think: monitors, floor decals, event apps, notebooks with tip-in pages, swag, lanyards, badges, and more.

## 02

### Brand-Building:

In this type of copy, your messaging should reinforce the purpose of your gathering. In other words, this is where you deliver on the benefit you promised your attendee in your pre-event communications.

For example, let's say the event tagline you used in your promotions was: "The only conference in Brisbane bringing senior digital decision makers ground-breaking insights." Think about how you can weave that message into your at-event materials: Do you include it in a notebook that you leave on every attendee's chair? Do you print a custom coffee sleeve that says, "Fuel up for a morning of ground-breaking insight"?

The more consistent you can be with your messaging across all of your at-event collateral and swag, the more you deliver on [brand promise](#).

## 03

### Instructive:

Instructive or demonstrative copy talks about your company, brand, or product. Collateral should be easily digestible and concise. In other words, if you didn't know anything about a company, you should be able to pick up a one-pager or postcard and understand what the company does — and how it can help you — within a few sentences.

Overall, keep your at-event communication simple and consistent. When it comes to on-site branding, quality wins over quantity. The key is attention to detail, not plastering your logo everywhere.

## Getting Feedback with Post-Event Surveys

After your event, send an email thanking your attendees and ask what they thought about your event.

Post-event [surveys](#) are a great way to know what worked (and what didn't) for your event attendees. Use simple, multiple-choice questions for the best results. For example, instead of asking, "Which session at Unicorn Con did you enjoy the most?", ask participants to rate various sessions on a scale of one to ten. Getting feedback straight from the source is key to improving your events, year after year..

## The Ultimate Test of Good Copy

There really is only one test of great copy: did it elicit the intended response? Did your reader buy a ticket, or fill out your survey, or share your event with a friend?

If you're not seeing the results you want, lackluster copy might be the culprit. It could be a poor headline that means no one reads further; a features-laden page that turns people off; or a weak call to action that gets ignored.

Luckily, with a little writing practice, you can solve all of these problems and craft meaningful messages that motivate your audience to act.

# Tools to Help

Here are some handy tools to help you put your copywriting know-how to work.

## Hemingway:

This free app helps make your copy bold and clear by scoring your copy's reading grade level, highlighting overly complex sentences, and calling out common errors.

## CoSchedule Headline Analyzer:

The free blog post headline analyser will score your overall headline quality and rate its ability to result in social shares, increased traffic, and SEO value.

## Grammarly:

Grammarly is a writing-enhancement platform that proofreads for adherence to more than 250 grammar rules.

## Title Capitalization:

A simple tool that shows you which words in a title should be capitalised (and which shouldn't).

## 50 free CTA templates from Hubspot:

Stuck on your calls to action? Get a wealth of examples here.

## Resource sites:

### Copy Hackers:

Loaded with actionable short posts, theoretical posts, audio interviews, and videos, the copy blog by Copy Hackers will teach you to write copy that converts..

### Copyblogger:

Lots of great foundational advice can be found for the beginner here, with more advanced topics and techniques too also covered that will help take you all the way through to being a confident copywriting expert.

## Resource sites::

<sup>1</sup> <https://www.psychologytoday.com/blog/inside-the-consumer-mind/201302/how-emotions-influence-what-we-buy>

<sup>2</sup> <https://www.eventbrite.com/blog/consumer-insights-craft-an-event-page-that-sells-ds00/>

<sup>3</sup> <http://www.marketingcloud.com/blog/91-of-consumers-use-email-at-least-daily/>

<https://thedma.org/blog/data-driven-marketing/saturday-stat-series/>

<https://www.eventbrite.com/blog/academy/beyond-the-basics-event-email-marketing/>

<http://kb.mailchimp.com/campaigns/previews-and-tests/best-practices-for-email-subject-lines>

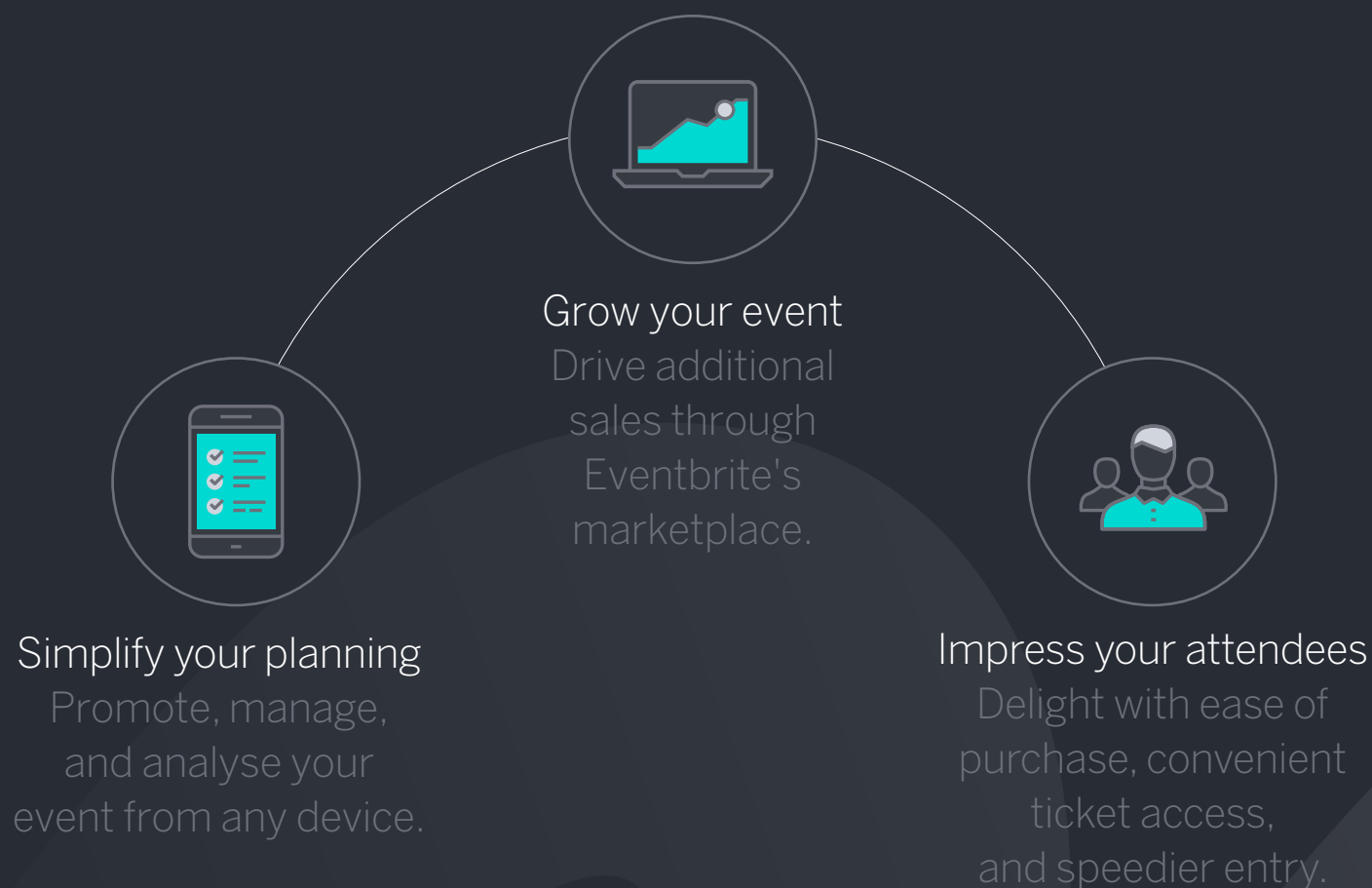
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<http://kb.mailchimp.com/campaigns/previews-and-tests/best-practices-for-email-subject-lines>

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\*Based on more than 700,000 event creators in 2017