

## **Workshop and Seminar Promotions**

**Objective:** Increase sign-ups for workshops and seminars.

**Target Audience:** Registered attendees, sports professionals.

### **Channels:**

- Email marketing
- Social media
- Website updates

**Key Message:** "Enhance your skills with our expert-led workshops at PLAY! Summit."

**Details:** Promotions for workshops and seminars will emphasize the expertise of the speakers and the practical skills attendees will gain. This campaign will include detailed descriptions and testimonials from past participants.

: We have updated our website to feature a new section dedicated to the PLAY! Summit workshops and seminars. There, visitors can find information about the topics, speakers, schedule, and registration process for each session. We have also added testimonials from past attendees who have benefited from our workshops and learned valuable skills that they applied in their work or personal projects.

To measure the effectiveness of our website updates, we are tracking the following metrics:

- Website traffic: how many people visit the workshop section and how long they stay
- Engagement: how many people click on the workshop descriptions, speaker profiles, and testimonials
- Conversion: how many people sign up for the workshops and complete the registration process

So far, the results are promising. Since we launched the website updates two weeks ago, we have seen a 25% increase in website traffic, a 40% increase in engagement, and a 15% increase in conversion. We will continue to monitor these metrics and optimize our website content accordingly.