

Countdown to PLAY! Summit

Objective: Build anticipation leading up to the event.

Target Audience: Registered attendees and potential new registrants.

Channels:

- Social media countdown posts
- Email reminders
- Website banners

Key Message: "The countdown begins! Only X days left until PLAY! Summit."

Details: The Countdown to PLAY! Summit campaign will use daily or weekly posts to remind attendees of the upcoming event. Social media, email, and website banners will feature countdowns and teasers to maintain excitement and ensure high attendance.

Possible

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The website banners will feature eye-catching graphics and animations that highlight the main theme and speakers of PLAY! Summit. Each banner will have a countdown timer that shows the remaining days, hours, minutes, and seconds until the event starts. The banners will also have a call-to-action button that links to the registration page.

Some examples of the website banners are:

PLAY! Summit: The Future of Learning and Entertainment

Don't miss the chance to hear from industry leaders, innovators, and creators who are shaping the future of learning and entertainment. Register now and get ready for PLAY! Summit.

Register Now

PLAY! Summit: Learn from the Best

Join us for an inspiring and engaging event where you'll learn from the best in the fields of gaming, education, media, and technology. See the full agenda and speaker lineup and sign up for PLAY! Summit today.

Sign Up

PLAY! Summit: Are You Ready to Play?

Get ready for a fun and interactive event where you'll explore the latest trends and innovations in learning and entertainment. Connect with peers, experts, and influencers and discover new ways to play and learn. Reserve your spot for PLAY! Summit now.

Reserve Your Spot

The website banners will be updated regularly to reflect the current countdown and tease new content. The campaign will track the number of impressions, clicks, and conversions generated by the banners and use this data to optimize the design and messaging. The goal is to increase awareness, interest, and attendance for PLAY! Summit.