**Info Session Marketing Tips: Getting People to Attend**

**TIPS**

* **Create a plan and schedule for marketing your event.** The more organized you are and ways you have of getting the word out, the more you increase your chances of having a well-attended event.
* **Define good reason(s) for people to show up.**  What’s the draw for attendees? You need to define WHAT you’re doing at the event that will bring those target attendees in the door. For a business crowd, it might be educational content or local expert speaker. Whatever it is, don’t lose the connection with why you want your audience to take time out of their busy schedules to attend.
* **Write down why your prospects should attend.** When promoting an event, be sure to tell your target market what they will learn, who they will meet and why they should be there. Don’t assume your friends will tell their friends. If you are using speakers, give them verbiage so that they can promote the event to their audiences.
* **Take advantage of the custom tools.** Use the email and tile ad templates included in the kit to send out to prospects orplace on your website.
* **Use Twitter hashtags**. Twitter is terrific for promoting events and for creating a sense of online community around an event. Set up a unique hashtag early on. Don’t forget to search Twitter first to make sure it’s not already in use. Put the hashtag directly on the event marketing, and if you use the Tweet button for sharing on your website, work the hashtag right into the premade verbiage. When people tweet, it promotes the event automatically on Twitter.
* **Buy advertising on social media networks.**  Buying advertising on social networks is often overlooked by small events. Social advertising platforms (Facebook, LinkedIn and Twitter above all) offer in-depth targeting options that can significantly help to reach your target audience in your geographical location. The good news is that no large budgets are required.
* **Use YouTube to promote your event.** YouTube is the second largest search engine worldwide after Google. Uploading videos from previous events or interviews with your speaker is a great way to convince prospective course enrollees to find out more and attend your event. Video helps people feel comfortable with what to expect at your event which increases their comfort level and probability that they will attend.
* **Use online registration.** Offer online registration to secure as many attendees as soon as possible-- that will help to forecast numbers and release budget soon.
* **Ask your speakers to publicize to their followers.** If you have any experts/speakers attending, encourage them to publicize their attendance to their social media followers/email subscribers.

**SAMPLE MARKETING SCHEDULE**

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| **KEY MARKETING DATES** | | |
| **POST WEB TILE AD, LANDING PAGE** | 6 weeks prior |  |
| **SET UP REGISTRATION WEB PAGE** or way to track RSVPs | 6 weeks prior |  |
| **SEND OUT PRESS RELEASE** | 6 weeks prior |  |
| **PRINT BANNER/SIGNS** | 4 weeks prior |  |
| **SEND EMAIL INVITE #1** | 4 weeks prior |  |
| **SEND EMAIL INVITE #2:** | 2 weeks prior |  |
| **SEND REMINDER EMAIL** | 3 days prior |  |
| **SEND FOLLOW-UP EMAIL AFTER EVENT** | 1 week after |  |