Promoting Attendance and Getting People in the Door
Being an event planner is easy. It's like riding a bike except the bike is on fire and you are on fire and everything is on fire and you're in hell.
Determine Your Desired Outcomes
Identify and Know Your Audience
(The Costco Principle)
Get the Right People on Your Team
Develop a Multifaceted Marketing Plan
IT ISN'T MAGIC!

IT'S MARKETING!
• BYU Alumni Relations
• Church/Public Affairs
• Post Card Mailings
• Emails
• Posters/Flyers/Bulletins
• Press Releases/Press Coverage
• Market the Speakers
• Promotionals/Free Tickets
• Corporate Sponsorships
• Local Businesses
• Event Calendars
• Wearables
• Existing Events
YOU GET AN EMAIL!

AND YOU GET AN EMAIL!

AND YOU GET AN EMAIL!

EVERYONE GETS AN EMAIL!
Kimberly Reynolds - Marketing Manager
Social Media Examiner
I want to see YOU at Social Media Marketing World!

url - http://www.socialmediaexaminer.com
Facebook - http://facebook.com/smexaminer
• Social Media
✓ Facebook
✓ Instagram
✓ Twitter
✓ LinkedIn
✓ Influencers
✓ Blogs
✓ GiveAways/Promotions/Contests
Event Hashtags

- Event Handle
- Event Hashtag
- White Label URL