Web Strategy for Events

59 hints, tips and tools

Do you struggle when it comes to organising and marketing events?

Here are some tricks that may help when planning, promoting and executing your next event.

Plan → Promote → Excecute

By Toby Jenkins (@Toby_Jenkins)

59 Hints, Tips & Tools

Plan

Event management tool

1. Store and access checklists and tasks
2. Assign tasks

Your website

3. Clearly show all event information
4. Show maps
5. Show ticket prices (including specials)
6. Show speakers (and their bios/topics)
7. Show prizes
8. Prepare presentation resources
9. Make a landing page to share resources with delegates

Eventbrite

10. Enter event details
11. Manage registrations
12. Manage ticketing
13. Process payments
14. Send invitations
15. Send event reminders

Facebook

16. Setup Facebook event
17. Setup Facebook group

LinkedIn

18. Set up LinkedIn event

Blog

19. Set up event specific blog

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Promote

Your website

20. Add the event to your home page
21. Add the event to your upcoming events section

Eventbrite

22. Send invitations
23. Link to social media
24. Use the discount affiliate codes to leverage other people's databases

Facebook

25. Upload content (photos, videos, FAQs etc) to start discussion between delegates, organisers, speakers and exhibitors
26. Invite friends
27. Run competitions

LinkedIn

28. Start a LinkedIn group
29. Start discussions around your event topic
30. Send invitations
31. Make offers for affiliate linking Event

Blog

32. Ask speakers to write guest posts
33. Embed interviews in the posts
34. Encourage comments

YouTube

35. Upload interviews with speakers
36. Upload previous event testimonials

Email

37. Send invitations to your database
38. Run competitions for free tickets

Twitter

39. Start a # tag
40. Get speakers to tweet about your content and event
41. Run re-tweet competitions

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Execute

Your website

42. Direct delegates to the resources landing page

Eventbrite

43. Export database for name tags

Facebook

44. Take and upload photos from the event
45. Facilitate further discussion
46. Add content to continue building the community

LinkedIn

47. Thank those who came to the event
48. Continue discussions/groups

Blog

49. Write about the feedback
50. Write about what might be happening at you next event
5l. Add links to YouTube content from the event
52. Provide a general wrap up of your event

YouTube

53. Upload speaker presentation summaries
54. Upload testimonials (try a flip cam)

Email

55. Send "Thanks for coming" email including:
    a. feedback link
    b. link to photos on facebook
    c. link to resources page

Twitter

56. Run a # tag during the event to gather feedback and comments
57. Thank people who tweeted during your event for their participation

Slideshare

58. Share presentation slides

Survey Monkey

59. Gather and collate feedback

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Links

- ▪ Basecamp – web based project management software

- ▪ Eventbrite – web based event management software

- ▪ Facebook – how to add an event page

- ▪ LinkedIn – how to add an event

- ▪ WordPress – blogging software

- ▪ YouTube – how to create a branded YouTube channel

- ▪ Vision 6 – email marketing software

- ▪ Twitter – how to get started using twitter

- ▪ Slideshare – get started using slideshare

- ▪ Survey Monkey – online survey tool

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