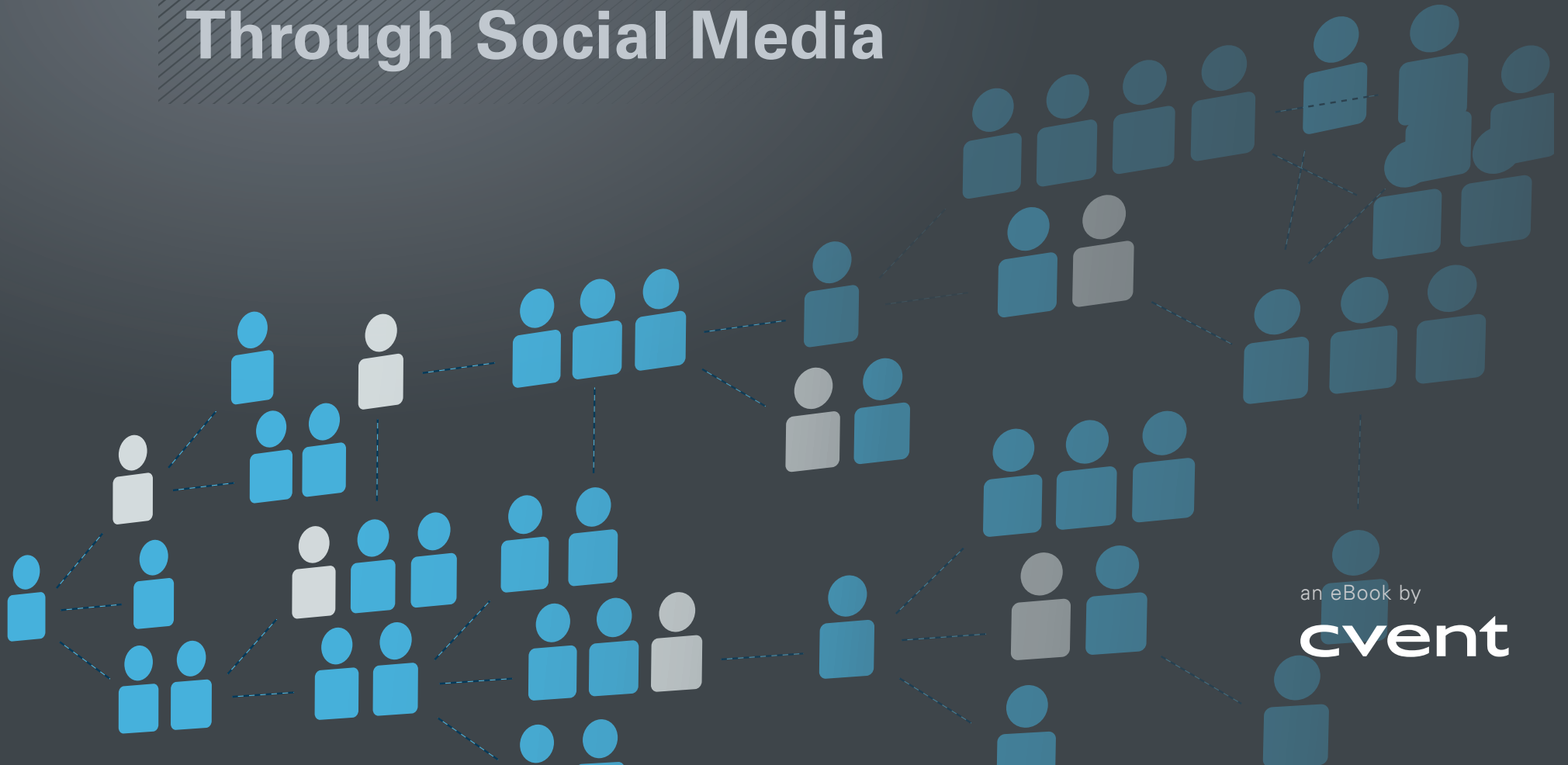


# Event Marketing 2.0

## How to Boost Attendance Through Social Media



an eBook by  
**cvent**

# Table of Contents

What's All the Buzz About?

3 Rules for Event Marketing 2.0

Craft an Event Social Media Strategy

Build a Social Infrastructure for Your Event

Twitter, LinkedIn, Facebook, YouTube

Social Media-tize Your Event Websites

Integrate Social Media with Event Registration



## Like the eBook? View our webinar.

### Attend our webinar and earn a \$50 Amazon Gift card!\*

Sign up for our Event Management 2.0 webinar to learn practical tips for increasing event attendance and participation at your events while reducing overall time and money spent. We will teach you how to drive down your meetings costs - including venue, travel, meeting production, and registration fees. Learn to efficiently track and report on meeting spend and other event related metrics with Cvent's Event Management solution.



\*Restrictions apply. See details.

## About Cvent

Founded in 1999, Cvent is the world's largest meetings management technology company and has over 800 employees worldwide. Cvent offers web-based software for meeting site selection, online event registration, event management, e-mail marketing, and web surveys, and helps over 90,000 users in 40 countries manage hundreds of thousands of events, surveys and e-mail campaigns. The company has processed over \$2 billion in online payments and has managed over 30 million event registrations and survey responses for its clients. A leading authority on Strategic Meetings Management (SMM), Cvent has implemented SMM programs for more than 40 corporations over the past year. For more information, please visit [www.cvent.com](http://www.cvent.com).



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youtube.com/user/cventvideo



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**Once upon a time,** event marketing consisted of simple, tried-and-true methods of paid advertising and PR outreach to ensure attendance at your events. To earn coverage, all you needed to do was designate a contact for media requests and craft engaging press releases, and the local newspapers would alert everyone in town. Couple that with a few paid ads in industry publications and mail your invitations, and the registrations would start rolling in!

While those tactics are still important in driving event attendance, the media landscape has changed. Instead of turning to the local newspaper, people turn to search engines and social networks for event information. Instead of simply registering for an event, potential registrants turn to social channels to hear what others have to say about that event first.

Social media has fundamentally shifted the way people gather and digest information. As a result, event planners need to understand and leverage social media to reach potential attendees in the places they go for information online, as well as in real life.

This eBook will help you gain an understanding of the social media landscape, identify where your target audience interacts online, assist you in developing a social media strategy relevant to your event, and give you practical advice on how to get started in social media for event marketing. That is, if you're up for the challenge!



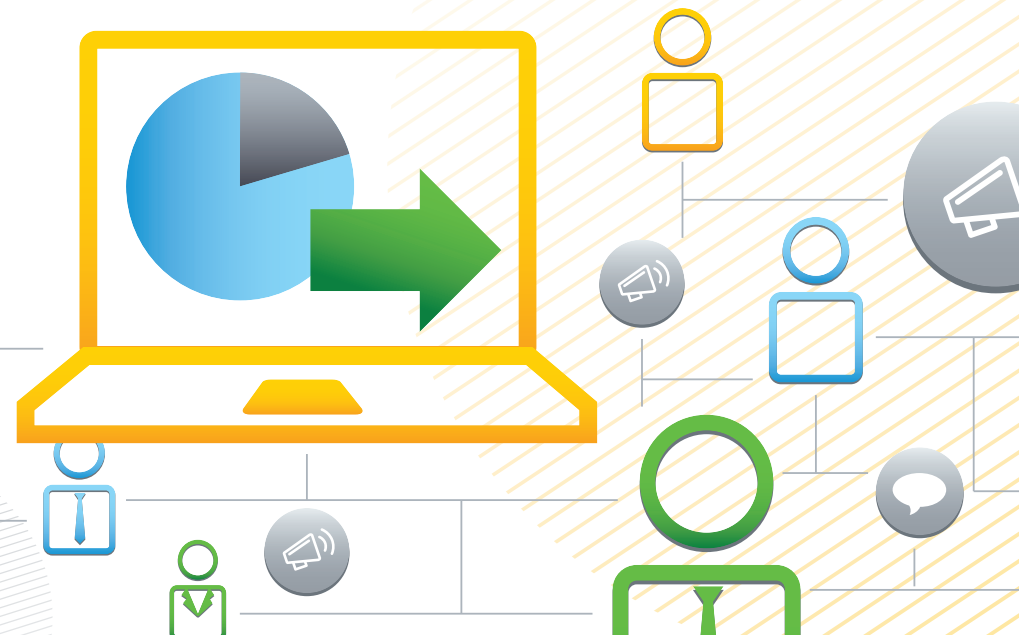
# What's All the Buzz About?

While it seems everyone is jumping on the social media bandwagon these days, don't worry, you won't be left behind! (Especially not now that you're reading this eBook.) Social sites are rapidly growing and evolving, and it can seem overwhelming figuring out where to start. But this is good news for the event industry, because now, for the first time, hundreds of millions of potential registrants are at your fingertips. As long as you keep your event marketing goals in perspective, you can harness the power of social media to drive registrations and attendance at your events.

Additionally, event management tools (like Cvent!) can make it easy to coordinate your social media marketing. A good event management system can serve as the hub for all of your online event marketing and ultimately drive registrations to convert your social media efforts into quantifiable registrations, tickets and dollars. But how do you capture people's attention? And why would they care about your event anyway? *Good questions.* If you use the **how and why** to guide your social media strategy, your event will reap all the benefits social media has to offer.

[Click here to Read Blog Post](#)

Perhaps you're wondering, "[What exactly are the benefits of social media for event marketing?](#)" Social media is a natural extension of the event industry, because it combines the fundamental elements of event marketing:



# 1 Networking Opportunities

People can identify potential connections they will make at your event through social media. Attendees can also network through social media before, during, and after the event, which can change the dynamic of the event in a positive way, as more meaningful dialogue and participation can occur if attendees have a higher common knowledge point at the start of the event.

# 2 Educational Content

Users self-select what topics they are interested in and what they care about on social media. They join discussion groups on LinkedIn, become fans of pages and brands on Facebook, tweet about specific topics, and share content they find interesting. Planners can develop fantastic educational content for their events by taking note of these social media activities. Furthermore, after the event is over, your educational content lives on. Social media discussions and sharing can extend the lifetime value of your event beyond what occurred onsite.

# 3 Flawless Execution

Social media compels everyone involved – speakers, attendees, staff, even you, the event planner – to perform their best. Attendees are empowered to become reviewers or critics of events. When armed with social networks that act as a global online publishing platform, attendees can easily publish their feedback for the world to see. Sounds scary, but it also means more recognition and publicity for your events! By the same token, planners can use online feedback to take their event experiences to the next level. And, your events will only get better when speakers better tailor their messages to the audience, staff members provide better service at the event and attendees engage on a deeper level.

Click here to  
**Tweet this!**

**#WOM marketing via #socialmedia can expose events to thousands of new potential registrants**  
<http://bit.ly/event2pt0> via @cvent #event2pt0

But, beyond those three, probably the biggest benefit of social media to event planners is that it is a **new source for event registrations** in addition to your existing event marketing methods. Instead of having to mail, phone or fax thousands of potential attendees, **word-of-mouth (WOM) marketing via social channels can expose your event to thousands of potential registrants in just minutes.** This is a huge cost-saving benefit over the expensive methods of the past, such as direct mail invitations or print advertising. However, although it is free to access social media to spread your message, it doesn't mean there isn't a cost associated. It takes an understanding of the medium, your audience and your objectives – not to mention a bit of your time and attention – in order to truly get the most out of social media and measure a return on your investment.



# 3 Rules for Event Marketing 2.0

Before we delve into creating a social media strategy and the tools and tactics you can use in social media, we want to arm you with what you need to know to effectively engage across social media channels. And, we want to ensure your social media endeavors help you meet the goals you set forth in your strategy. Below are three best practices to help you get the most out of your efforts on social media:

- 1 **Engage in two-way conversation.**
- 2 **Make your event attention-worthy.**
- 3 **Welcome honest feedback.**





# 1 Engage in two-way conversation.

Ever heard the terms “earned media” and “paid media”? Well, social media falls squarely into the former camp. **You have to earn your audience’s attention and respect in these online communities.** Sure, you can invest in paid advertisements to extend your reach, but those ads will only perform well if you offer something of value to the community. The best way to prove your value is to participate in the community and start a two-way conversation. How can you do that? Here are a few ways:

- ▶ Answer somebody’s question on a LinkedIn forum
- ▶ Retweet another Twitter user’s post that you think would be interesting to your audience
- ▶ Compliment a post on a Facebook page that you found interesting
- ▶ Write a blog post with information or advice about a topic your audience cares about

Instead of pushing out your sales message or advertising jargon, as is typical in paid media, you must be authentic, transparent and engaging to earn attention for your event in social media. Listen to the conversation first; then jump in.

# 2 Make your event attention-worthy.

Even a great social media presence won’t make a boring event interesting. **Social media reflects the actual content of your event.** In other words, simply putting your event on social media channels won’t make it attention-worthy. You still have to bring interesting content and valuable information to the table in order for people to want to attend and share your event (à la Best Practice #1).

# 3 Welcome honest feedback.

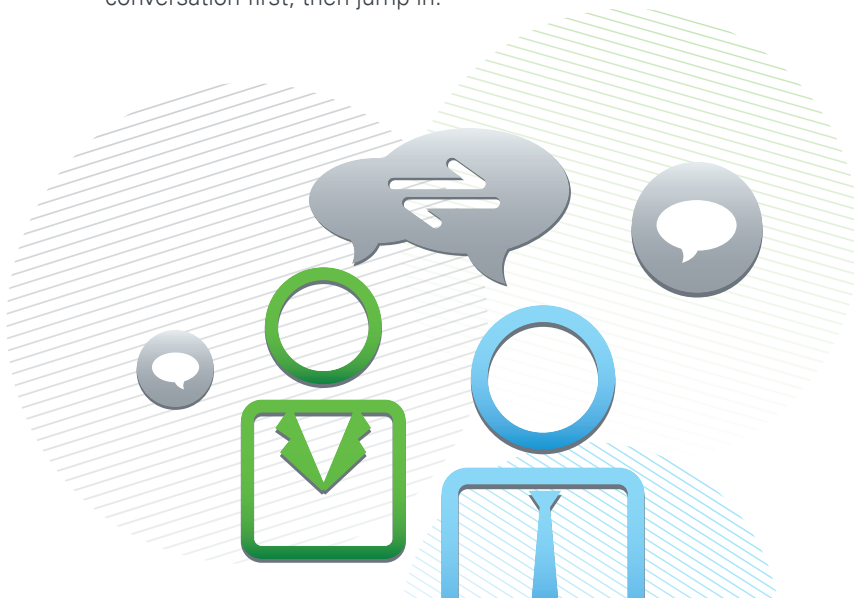
By empowering people to give feedback and share stories about your event in social media, you’ll get tons of wonderful, free exposure. However, that also means you’ve opened the floodgates for the bad feedback along with the good. If someone has something negative to say, social media gives them a perfect medium to say it.

It’s best not to overreact or respond defensively to a negative statement on social media about your event. And never delete a negative comment unless it is inappropriate or profane. Doing so could result in the original commenter retaliating for having erased their feedback, and it signals to others that you are not genuinely concerned about that feedback (or worse yet, that you have something to hide).

Instead, use the comment to springboard the discussion and redirect the conversation towards positive ways to enhance the event experience. The good news about honest remarks on social media is that you’ll be listening and prepared to respond to that feedback. **Look at all online comments, no matter the sentiment, as a way of improving your events in the future – a free focus group!**

Click here to  
**Tweet this!**

**Prove your #event’s value on #socialmedia by starting a two-way conversation**  
<http://bit.ly/event2pt0> via @cvent #event2pt0





# Craft an Event Social Media Marketing Strategy

Social media is a big space, and it can be daunting without a solid plan, so your first step is to develop a social media marketing strategy. Follow these steps to put together your social media plan of attack:

- 1 **Identify your objectives.**
- 2 **Define your target market.**
- 3 **Listen and monitor for existing conversations.**
- 4 **Determine which social tools and tactics to use.**
- 5 **Integrate social media throughout the event registration process.**
- 6 **Set goals.**

# 1 Identify your objectives.

What are you hoping to accomplish with your event?

Remember, your objectives don't have to be specific

to social media, **but they should align with the desired outcome**

**for your event overall.** Are you aiming to educate the marketplace?

Increase attendance from last year? Bring in new sponsors? Raise awareness for a new product? Whatever the case, set firm objectives to guide your course of action, both online and offline. This is especially important in social media, because without objectives, you can invest a lot of time spinning your wheels but never be sure if your efforts paid off.

Click here to  
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# 2 Define your target market.

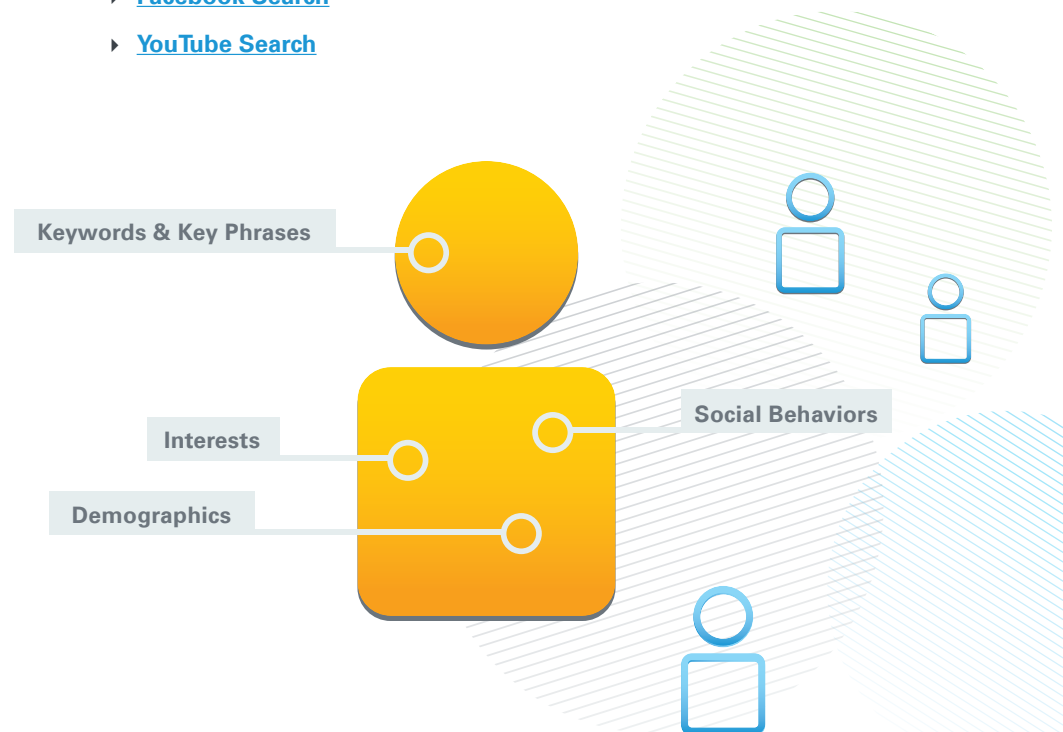
Once you've identified your objectives, determine whom you want to reach with your marketing. For some events, this is a simple answer (i.e. association members, CEOs, mommy bloggers, etc.), but for others, it can be more challenging. Think about the value of your event and which audience it would appeal to most. Some factors to take into consideration include:

- ▶ **Demographics** – Age, Gender, Geographic Location, Nationality, etc.
- ▶ **Keywords & Key Phrases** – What job titles/functions, industry terms, user groups, etc. define your audience?
- ▶ **Interests** – What motivates your target market? Determine what the “fire-starter” topics are that get people engaged among your audience.
- ▶ **Social Behaviors** – How does your target market use social media? Are they active participants and likely to create user-generated content? Will they comment or critique content you've provided to them? Or are they passive participants who will read the comment but not share or comment? Maybe they will join a group but won't participate actively in discussions. Identify these behaviors by listening and observing across social media channels.

# 3 Listen and monitor for existing conversations.

With the help of some free, simple tools, you can identify the interests, social behaviors and activity of your target audience across all the major social media channels. By collecting these insights and data, you will gain a deeper understanding of the kind of content that resonates, and therefore should be produced once you begin participating in these networks. Here are a few free listening tools:

- ▶ [SocialMention](#)
- ▶ [Google Alerts](#)
- ▶ [Hootsuite](#)
- ▶ [Twitter Advanced Search](#)
- ▶ [LinkedIn Group Search](#)
- ▶ [LinkedIn Signal](#)
- ▶ [Facebook Search](#)
- ▶ [YouTube Search](#)



## 4 Determine which social tools and tactics to use.

After listening in on the conversation and getting a better understanding of your audience's social presence, consider what social networks are the most relevant for your event. It's best to be selective when getting started to avoid tackling too many channels at once. Select one or two networks you think will make the most impact on your event, and start to build a "social infrastructure" for your event on these networks. Some of the most popular choices (which we will explore in detail) are Twitter, LinkedIn, Facebook and YouTube. As these are the most widely used social networks on the web, they are likely to be the greatest sources of registrations for your events. That said, if you have a narrow niche-target audience with an active social networking community outside these big four, don't be afraid to explore other channels that may be more relevant.

## 5 Integrate social media throughout the event registration process.

Once you've developed your event's "social infrastructure" across your selected channels, link all of those pages back to your event website to drive registration. With the help of simple tools from Cvent, you can not only encourage members of your social networks to register for the event, conversely, you can allow registrants to more easily join in on the social media conversations. (We'll go into detail on how to tie social media into your event registration in a later chapter). Additionally, integrate your social media channels with one another, so that all of your networks work together to drive engagement and event attendance. For instance, you can feed your Facebook wall posts into Twitter, post YouTube videos on your LinkedIn group, point Twitter followers to your Facebook event, and so on.

## 6 Set goals.

Goals are different than objectives because goals are a *specific* measure of success. Social media goals should go beyond simply attracting a certain number of followers or fans; they should be measurable benchmarks against the event objectives you laid out in Step 1. For example, the objective might be to drive event registration, but the goal must be a quantifiable benchmark – say, to double registrations from last year's event. So, after deciding who your audience is, building your social media infrastructure and tying everything back to your event registration, set clear goals so you can measure the return on your social media investment.

Click here to  
**Tweet this!**

**Set clear, quantifiable goals for event marketing in #socialmedia to measure the ROI**  
<http://bit.ly/event2pt0> via @cvent #event2pt0



# Building a Social Infrastructure for Your Event

With a solid strategy in place and some best practices to help you succeed, it's time to actually get to work. Your next step is building out a presence for your event on the social platforms that you've determined are most relevant to your audience. As mentioned, some of the most popular choices for driving registrations to your event are Twitter, LinkedIn, Facebook and YouTube. In this chapter, we'll explore how you can leverage each of these four channels to raise awareness for your event, boost event attendance and prompt engagement from attendees live at your event.



**Twitter**



**LinkedIn**



**Facebook**



**YouTube**





**Twitter** is growing rapidly (with about 200 million users worldwide), but studies say less than half of their users actively tweet. As the newest major social media site on our list, Twitter's user-base isn't as established as LinkedIn's (which has about 100 million active users) or Facebook's (at 675 million active users) at this point. However, Twitter is still a very powerful tool for event marketers to generate awareness and WOM buzz for their events and stoke meaningful engagement among attendees. In particular, Twitter is a great place to:

► **Connect with industry influencers and marketers.**

These people were among the first to adopt the network and continue to be very active groups.

► **Promote technology-related events.**

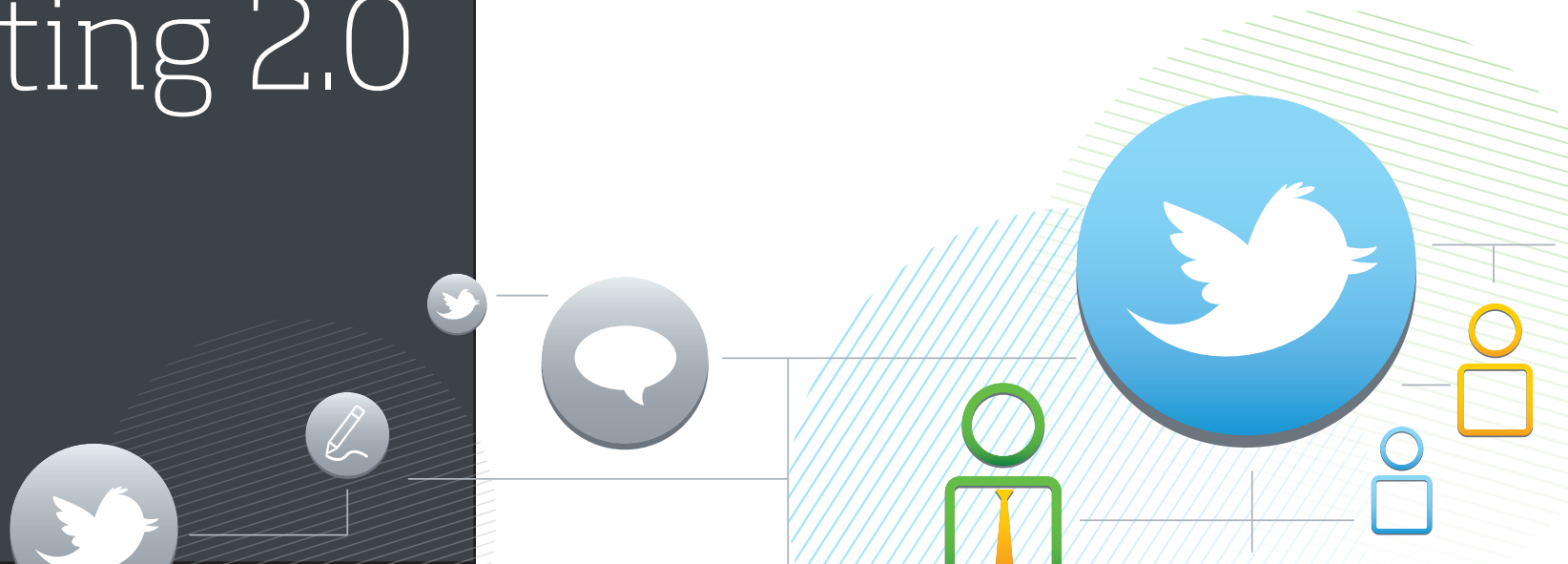
Users of Twitter are generally more tech-savvy and are more open to innovation than the average user on other social networks.

► **Show off the size of your event.**

If you have a large audience for your event (over 1,000 attendees), then Twitter is a great place to generate buzz and awareness and amplify the conversations about your event.

# Tap Into Twitter for Event Marketing 2.0

- 1 **Create a Twitter account.**
- 2 **Customize your Twitter profile page.**
- 3 **Develop an event #hashtag.**
- 4 **Encourage live tweets from your event.**



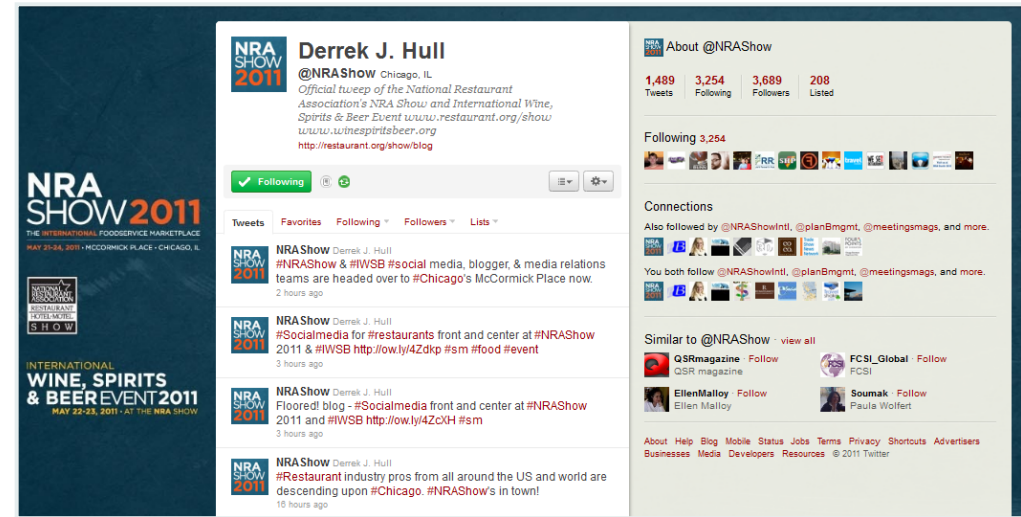


# 1 Create a Twitter account.

You can either use your organization's existing Twitter account or create a new account dedicated specifically to your event.

## Twitter account tips:

Consider your existing Twitter followers and your target audience you are trying to reach in order to decide whether to create a new account or use one that already exists. One thing you definitely want to avoid is using a personal Twitter account as your Twitter event marketing hub, because newly acquired followers may be confused by off-topic Tweets about your personal life.)



Twitter account specific to an event – National Restaurant Association Show 2011.

# 2 Customize your Twitter profile page.

Design a background image and upload your event logo as your Twitter picture so followers and other users can easily recognize your tweets. Most importantly, keep the look and feel of your Twitter account in line with your event and organization's branding. Consistent branding is one more way you can increase event awareness.



Twitter account for an organization – Meeting Professionals International (MPI) Northern California Chapter.

Don't use a personal Twitter account for event marketing on #socialmedia  
<http://bit.ly/event2pt0> via @cvent #event2pt0

Click here to  
Tweet this!



## 3 Develop an event #hashtag.

Create a hashtag on Twitter so people can easily identify the conversations surrounding your event in order to listen and participate. A hashtag is simply a keyword with a pound sign in front of it that people can include in their Tweets. Attendees can also search for the hashtag on Twitter to follow updates about your event.

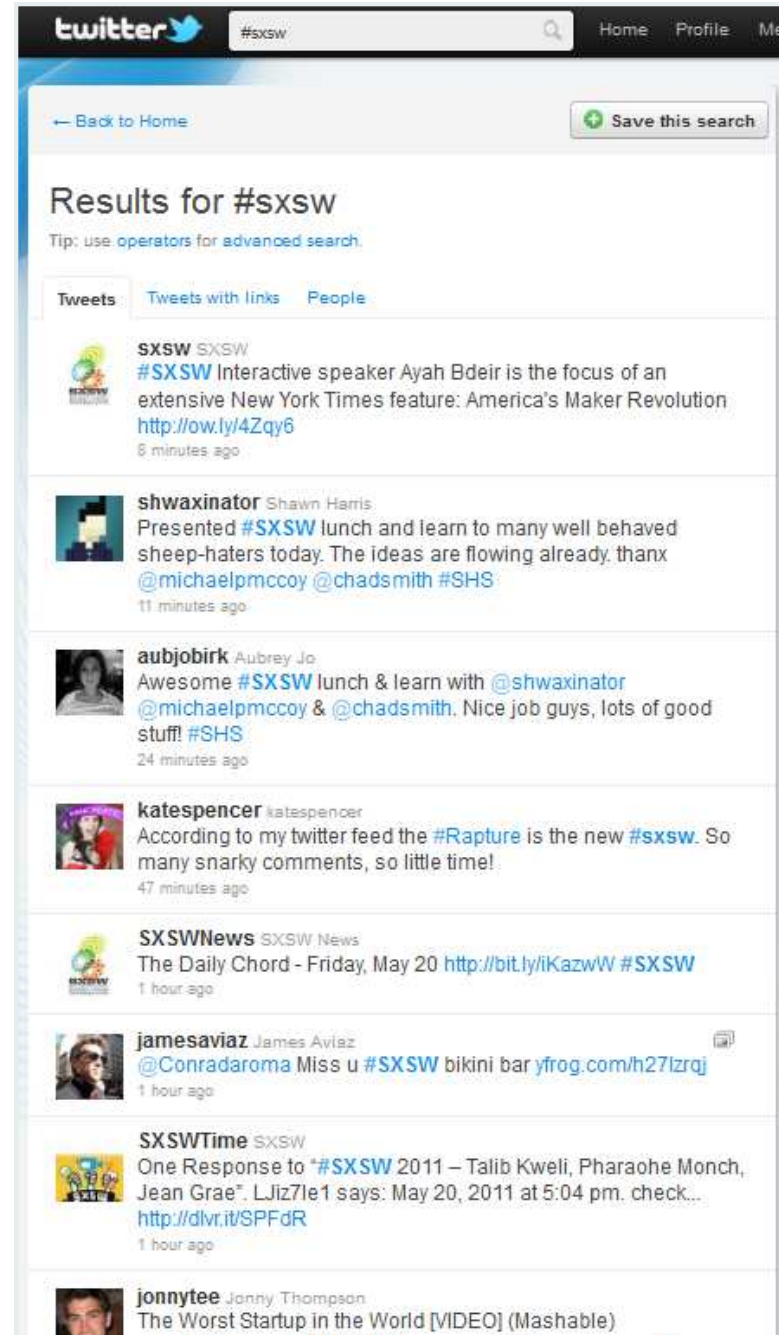
- ▶ Keep your hashtag short, sweet, and similar to the name of the event so it doesn't use too many of the 140 characters.
- ▶ Websites like [Twubs.com](http://Twubs.com) show the activity on any hashtag. We suggest you search for the one you're planning to use to make sure it is unique and not already in use for other topics.
- ▶ Do not include punctuation or special characters in your event hashtag. These cause Twitter hashtags to function improperly.

## 4 Encourage live tweets from your event.

Click here to  
Read Blog Post

[Using your hashtag live at the event](#) is a great way to extend the conversation and include virtual attendees in the action. Creative ways you can leverage Twitter live at your event include:

- ▶ Facilitate Q&A sessions by asking attendees to tweet with the hashtag from their mobile devices or send messages directly to presenters. You can make it even easier by ensuring there is a reliable wireless Internet connection at your event.
- ▶ Display a feed of all Twitter conversations on-site by projecting them on a wall or scrolling them on a television or computer screen.
- ▶ Enable attendees to easily identify and connect with each other by asking them to include their Twitter handles on their badges or name tags.
- ▶ Ask speakers to announce their Twitter handles prior to their presentations.



South by Southwest hashtag.



**LinkedIn** is a business-focused social network and is typically used for job hunting, business networking and industry education. As such, it is a great channel to:

- ▶ Spread the word about corporate events.
- ▶ Market to other business professionals.
- ▶ Connect with people from a particular industry or field.

While other social networks like Facebook are more commonly used to interact with personal connections, LinkedIn is ideal for corporations and associations looking for a more professional audience. One advantage of LinkedIn is that you can easily identify the industry and job titles of the people you're trying to target for a professional event.

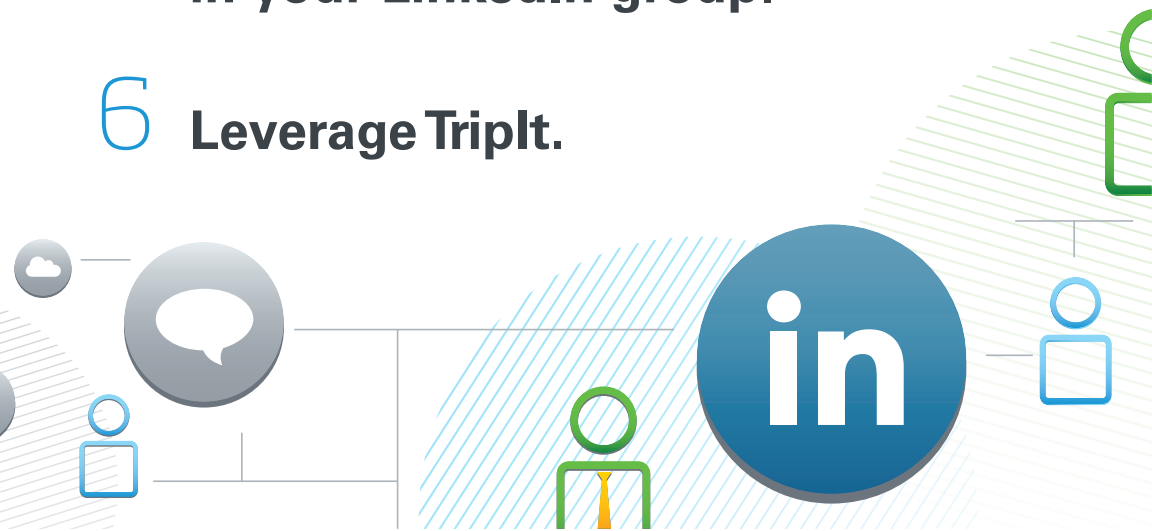
Click here to  
**Tweet this!**

**Easily identify industries and attendee job titles for professional event marketing on #LI**  
<http://bit.ly/event2pt0> via @cvent #event2pt0



# Leverage LinkedIn for Event Marketing 2.0

- 1 **Use the LinkedIn Events application to create your event.**
- 2 **Ask people to mark that they're "attending."**
- 3 **Reach out through InMail.**
- 4 **Share the event through your LinkedIn status.**
- 5 **Post links to the event in your LinkedIn group.**
- 6 **Leverage Triplt.**



# 1 Use the LinkedIn Events application to create your event.

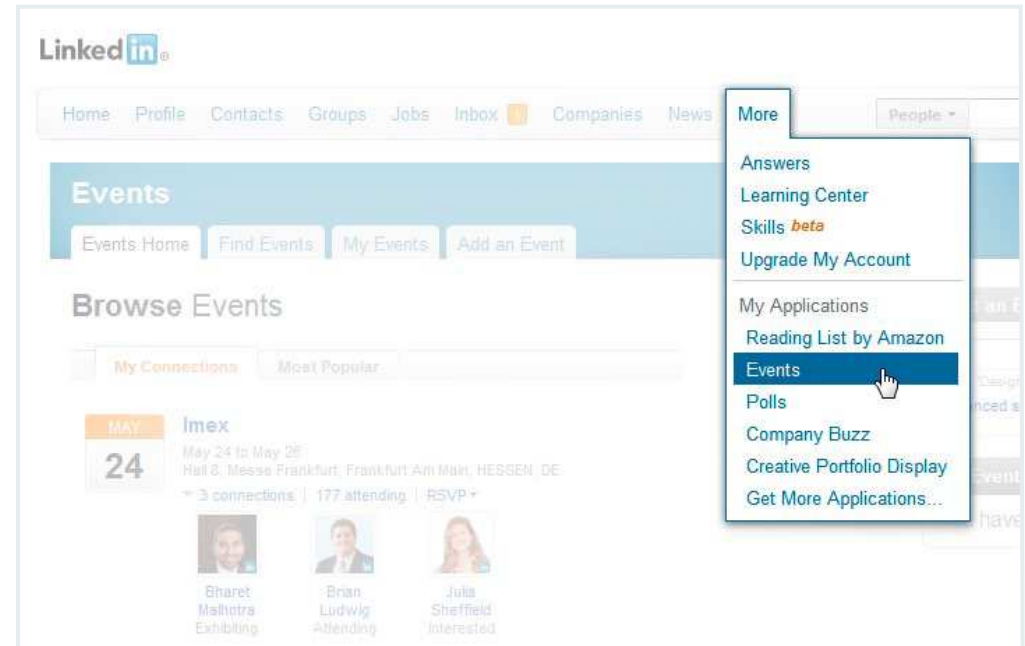
To get started, go to “More” in the LinkedIn menu, and select “Events.” If you don’t see that option, then you need to add the Events application to your profile by selecting “Get More Applications.”

Click here to  
Read Blog Post

Then, select “Add an Event” to [input your event details](#):

## LinkedIn event tips:

- ▶ Use the exact same title across all marketing materials so that people searching LinkedIn can easily find it. For example, you should not use an acronym or abbreviation for the event if that’s not how your other marketing materials refer to the event.
- ▶ Select “Add more details,” and fill out as many of these as possible to ensure the LinkedIn event has detailed information and is easily searchable. Select an event type and industry, and include job titles to help categorize your event so it gets in front of relevant audiences. The more information you can provide up-front on your LinkedIn Event, the more likely you will drive additional registrations through this channel.
- ▶ Include the link to the registration page in the “Website” or “Description” area on the LinkedIn event so that people who find the event on LinkedIn are aware that they must register through the official site, not just mark that they’re attending on LinkedIn.



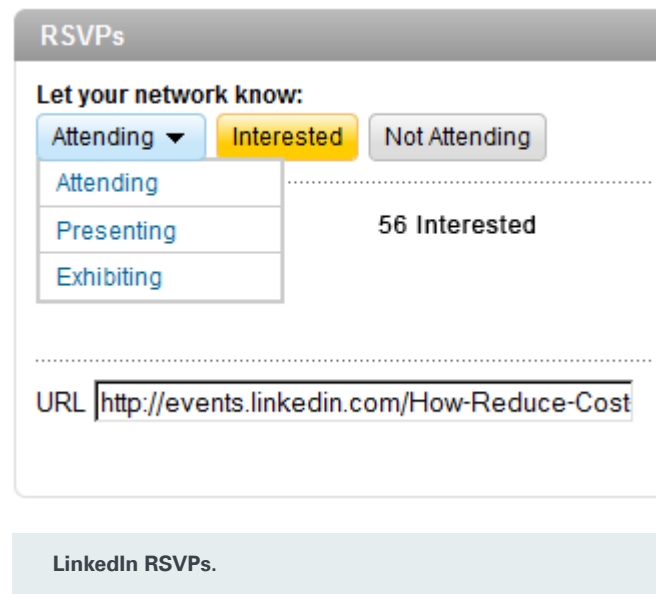
## Create an event in LinkedIn

A screenshot of the LinkedIn 'Add an Event' form. The form is titled 'Add an Event' and has tabs for Events Home, Find Events, My Events, and Add an Event. The form fields include: Event Title (required), Date & Time (02/02/2011 8:00am to 02/02/2011 5:00pm, GMT-08:00 Pacific Time (US & Canada)), Venue Name (Ex. "Carnegie Hall"), Location (Ex. "881 7th Ave. New York, NY 10019"), and Website (http://). There are checkboxes for 'This is a virtual event.', 'Are you attending?' (I'm attending, I'm interested, I'm not attending), and 'Are you organizing?' (Yes, I am organizing this event.). A '+ Add more details' link is also present. At the bottom, there are buttons for 'Publish Event', 'Preview Event', 'Save Draft', and 'or Cancel'. A note at the bottom states '\* Indicates required fields'.

## Add an event in LinkedIn.

## 2 Ask company reps, highly connected attendees, and speakers to mark that they're "attending."

Since most people discover new events from their fellow business connections on LinkedIn, it's important that your most highly-connected attendees are marked as "Attending," so that word of your event spreads to all of their connections. When you click into a LinkedIn event, there are five RSVP options: Attending, Presenting, Exhibiting, Interested or Not Attending. If an attendee selects any of the first three options, then he or she will be counted as "Attending" and an update will appear on his or her LinkedIn profile. Registrants with the most connections, like presenters and executive-level attendees, will have the most clout (and reach) when it comes to sharing the event, and it may be worth a phone call or email to those registrants to ensure they've clicked "Attending."



The screenshot shows the LinkedIn RSVP interface for an event. At the top, it says "RSVPs". Below that, it says "Let your network know:". There are three buttons: "Attending" (blue), "Interested" (yellow), and "Not Attending" (grey). The "Attending" button is selected, and a dropdown menu is open showing "Attending", "Presenting", and "Exhibiting". To the right of the dropdown, it says "56 Interested". Below the dropdown, there is a URL field with the text "http://events.linkedin.com/How-Reducer-Cost". At the bottom, there is a light blue bar with the text "LinkedIn RSVPs."

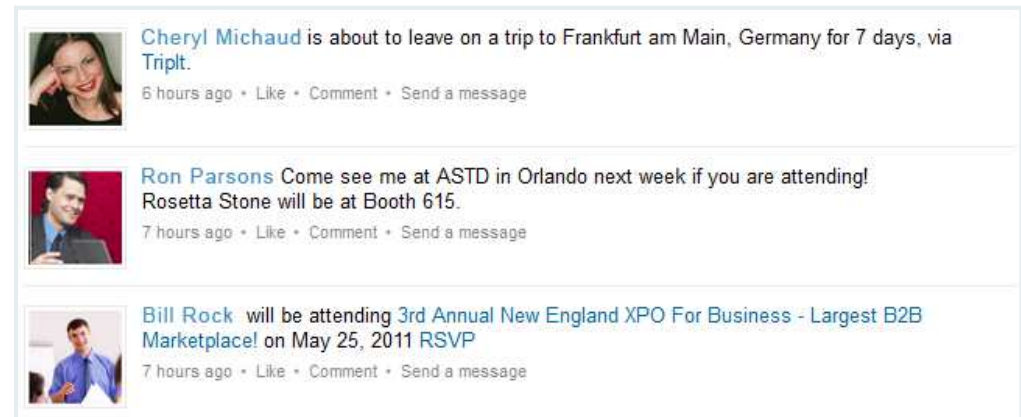
## 3 Monitor for people who indicate that they are "interested" and reach out through InMail with more detail.

If someone selects "Interested," there could be multiple reasons they're not "Attending": maybe there's not enough information about the event to make a decision, or perhaps the location of the event is not geographically viable. Whatever the reason, those who make this selection may be people that you can convert into attendees with a little engagement. On LinkedIn, even with a free Basic account, you have a number of private messages, called "InMail," that you can send to other LinkedIn users to whom you're not directly connected.

Reach out through InMail to these interested people and offer more details about the event. Or, consider giving them a way to access the event virtually. Whatever the case, offer up your email address or phone number through the InMail message and take the conversation off LinkedIn so you don't use up all of your free InMail, or consider [purchasing an upgraded LinkedIn account](#) to fully engage.

## 4 Share the event with a link to the registration on your LinkedIn status.

Status updates are a great way to remind your connections to check out the event, but posting about it more than once per week is too much for the LinkedIn platform. Likewise, encourage colleagues and other attendees to update their LinkedIn statuses with links to the event as well.



Shared events on LinkedIn status.

## 5 Post links to the event in your LinkedIn group (or other relevant industry LinkedIn groups).

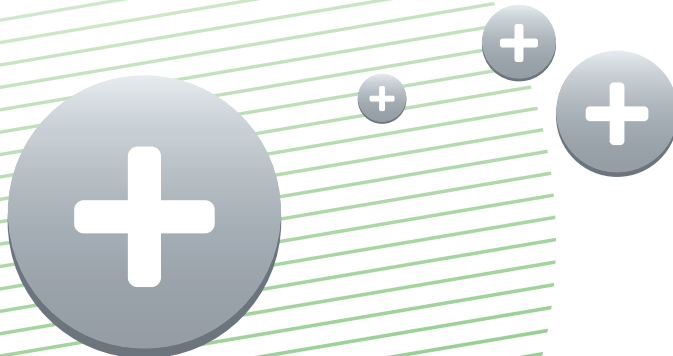
Another very active component of LinkedIn are the “Groups,” where users can interact with other professionals in their company or industry or those who are interested in similar business topics (like Social Media Marketing, for example). There are thousands of groups on LinkedIn, and likely, many of these groups share the same audiences you’re trying to target for your event. While most groups have rules about allowing promotions or solicitations to be added to their discussion boards, you can still post a link to your event within the “Promotions” tab under many of these groups to alert their members. You may even be able to post it as a discussion if the event is purely educational and could benefit most members of the group, but tread lightly.

If you happen to own and manage a LinkedIn group for your association, company or industry, you should absolutely post discussion links pointing back to your events. All discussions posted on LinkedIn groups are proactively sent to members who have self-selected to receive email updates from that group, so this is an easy way to share the benefits of attending the event with an audience that is already engaged with your organization. And as a group administrator, you can take it a step further and mark your posts as a “Manager’s Choice” it shows up at the top of the group update emails.



## 6 Leverage the Triplt app to get double the LinkedIn exposure.

**Triplt** offers an app on LinkedIn that facilitates face-to-face meetings between business professionals in different locations. Use Triplt to share your travel plans with your connections, so that, for instance, if you and a client are both going to be in Chicago for the same conference, you can schedule a time to connect. If your event is hosting people from around the country (or the world), then Triplt may help it receive more exposure on LinkedIn. Your events benefit when your attendees announce via Triplt that they'll be in town for the event. A simple reminder to prompt registrants to update their Triplt plans in your registration confirmation email or on your event website can make a world of difference as to how much attention the event gets on LinkedIn.





# facebook®

**Facebook** is *the* social network, and it offers huge potential for event marketers to broaden awareness for their events and drive additional registrations. Not that there isn't a place for business events on Facebook, but the network is primarily intended for users to interact with their personal connections, such as friends and family, which makes it ideal for social event marketing. The types of events that tend to be most successful on Facebook include:

- ▶ Festivals
- ▶ Public fundraisers
- ▶ Sporting events
- ▶ Concerts
- ▶ Parties

Again, just because Facebook may have worked for organizations holding these types of events in the past, keep in mind that your performance can depend on your event's specific audience. It can be tempting to just build a Facebook page for your event because everyone else is doing it, but don't waste your time if Facebook is not where most of your target attendees interact online.

# Figure Out Facebook for Event Marketing 2.0

- 1 **Build your event in the Facebook Events application.**
- 2 **Post on event wall and send updates.**
- 3 **Invite others to your Facebook event through email.**
- 4 **Include the event on your organization's Facebook page.**
- 5 **Share your event on relevant Facebook pages and groups.**
- 6 **Prompt live check-ins to your event on Facebook.**



# 1

## Build your event in the Facebook Events application.

Your Facebook profile comes with the Events application by default, so you can build your Facebook event with your standard login. If you are an administrator on a Facebook Page, you can also build the event on your Page without using an individual's profile (see Step 4 for more details). Upon logging in, click on the "Events" tab in the left hand navigation and then click ["Create a New Event."](#)

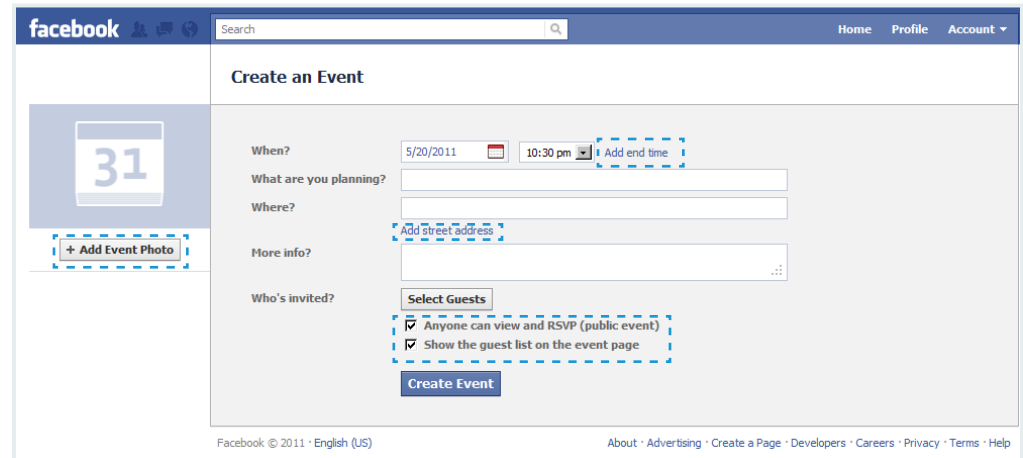
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### Facebook event tips:

- ▶ It's important to fill out the details about the event, include pictures and make your Facebook event page as complete as possible for the same reasons as we suggested for LinkedIn. Doing so will make your event easier to find, and the more details you give, the more likely people will actually register and attend.
- ▶ You will most likely want to make your event public, which will allow anyone to view and RSVP. It also enables people to invite their own Facebook friends to the event. If you opt for a private event, then only people you invite through Facebook are able to view the page.
- ▶ All communications sent out via your Facebook event must come from hosts of the event. If you like to keep your Facebook confined to personal friends and family, you may want to create a new Facebook account to build the event, or, you can use your organization's Facebook page to create the event.



Build your event in Facebook.



Create your event in Facebook.

## 2 Update your event wall and send updates.

Once you are up and running with your Facebook event, be sure to post event updates frequently on the event wall and message periodic reminders to the RSVP-ed guests. Not too frequently, though! While the wall posts won't alert anyone unless they proactively look at the event wall, messages to guests will send out alerts to their email inboxes (depending on their Facebook settings).

A good rule of thumb is to send three reminders for the event out through Facebook; one message should encourage attendees to invite their connections and spread the word through Facebook by sharing the event on their profiles; the second message should be sent a few weeks prior to the event as a reminder to make sure people have updated their calendar and prompt some activity on your event wall; and, the third message should be sent a couple of days before the event with final details and instructions. The key here is staying in the forefront of people's minds so they not only remember to attend but also spread the word about your event to their Facebook friends as well.

You can post on your event wall more frequently (a post per day is a good benchmark). Some recommendations for items to share on your event wall include:

- ▶ Links to the event agenda
- ▶ Information about speakers
- ▶ Articles or blog posts about your event topic
- ▶ Video links
- ▶ Photos of a previous event

Give people information to share and ask them to spread the news on your behalf!

## 3 Invite others to your Facebook event through email.

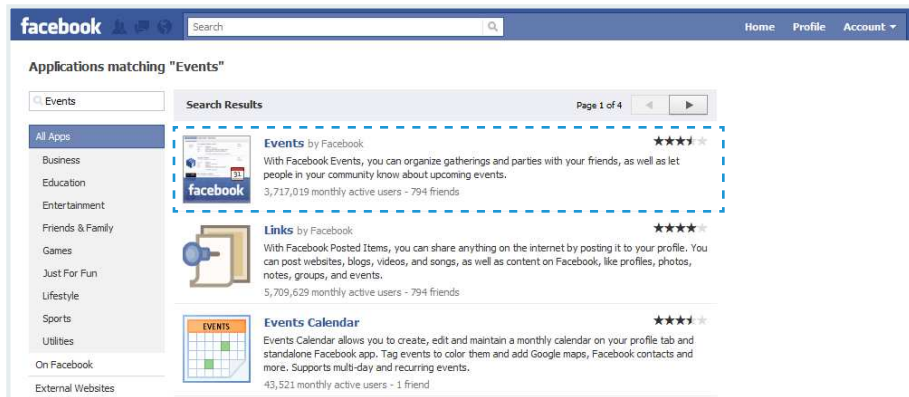
If you send someone a link to your Facebook event and they are not connected to you personally on Facebook, they can still see the event information and register on Facebook, assuming you set your event to public and they have a Facebook account. To send invitations via email, simply click on the "Select Guests" button when creating your event (it's located beneath your event photo if you've already published the event), and scroll down below your personal connections to enter their email addresses. We recommend adding a personal note, so the email invitation is not just an auto-generated message from Facebook.

The screenshot shows the Facebook 'Invite Friends' window. At the top is a search bar labeled 'Search by Name'. Below it is a grid of 15 friend profiles, each with a small square checkbox to its left. The names of the friends are: Will Robinson, Mae Baldrige, Gayle Hernandez, Walter Tyus, Angela Cox, Andrew Lundquist, Grace Kelly, Brendan Kenworth, Ruth Irish, Mary Sullivan, Eugene Perez, Felipe Maher, Judith Stern, Heather Taylor, James Elligton, Robert Bowen, Mary Peterson, and Stephen Carden. Below the grid is a dashed blue box containing an 'Invite by E-mail Address' field with the text 'Use commas to separate e-mails'. Below this field is a link that says 'Add a Personal Message'. At the bottom right of the dashed box is a blue button that says 'Save and Close'.

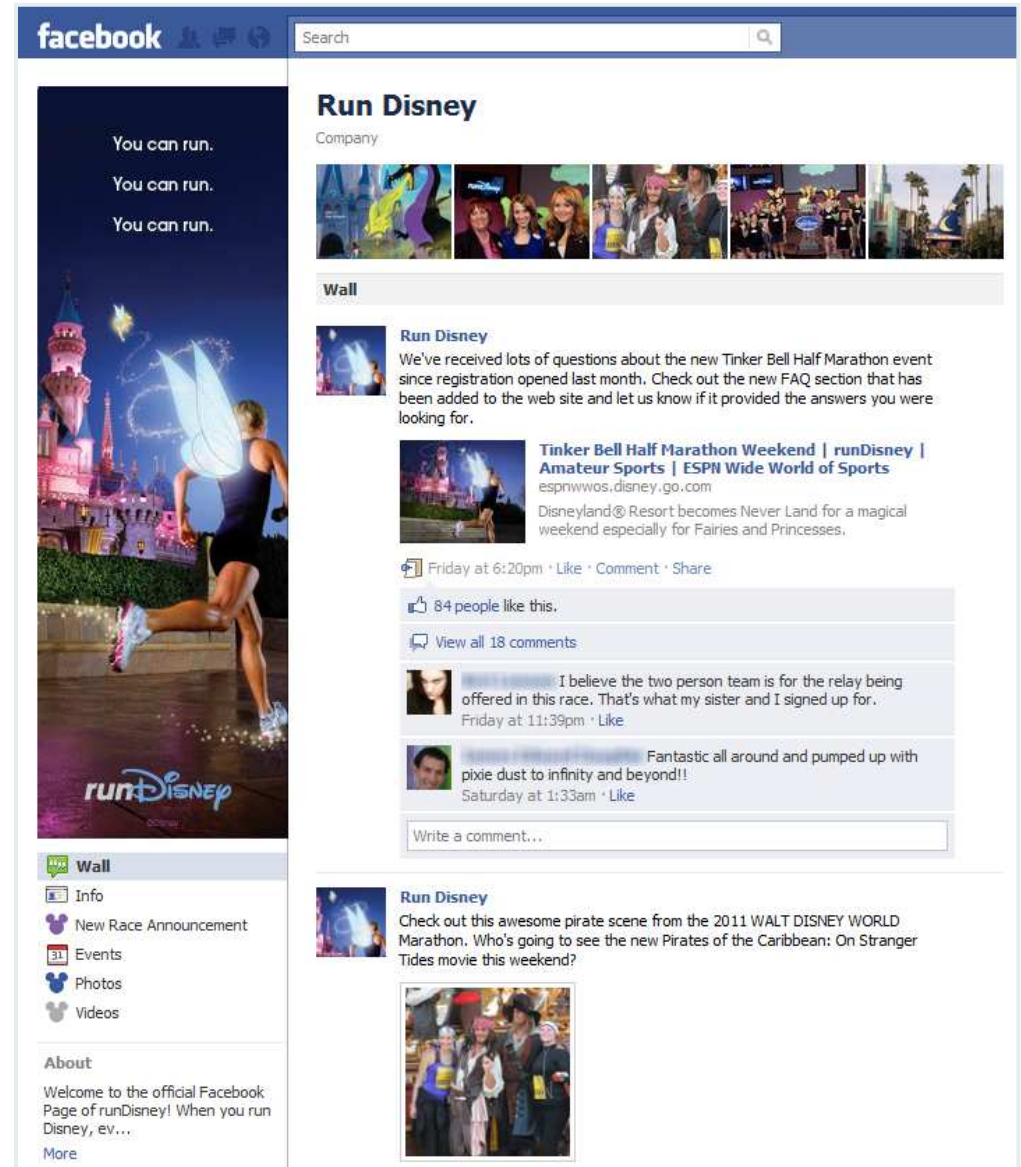
Invite others to your event in Facebook.

## 4 Include the event on your organization's Facebook page.

If you have a Facebook page for your organization or brand already, you can add the Facebook Events application to that page so that the event is listed there as well. To do so, you'll need to be an administrator of your organization's page. Search the Facebook Applications directory for "Events." The first result that appears is the main Events app (the one that you created your event in already in Step 1). Click into this app and on the left hand side you should see the option to "Add to My Page." (If you are not an administrator, send your Facebook page manager a link to this eBook to lend you a hand).



Add the Facebook Events application to your organization's Facebook page.



Run Disney's event page on Facebook.

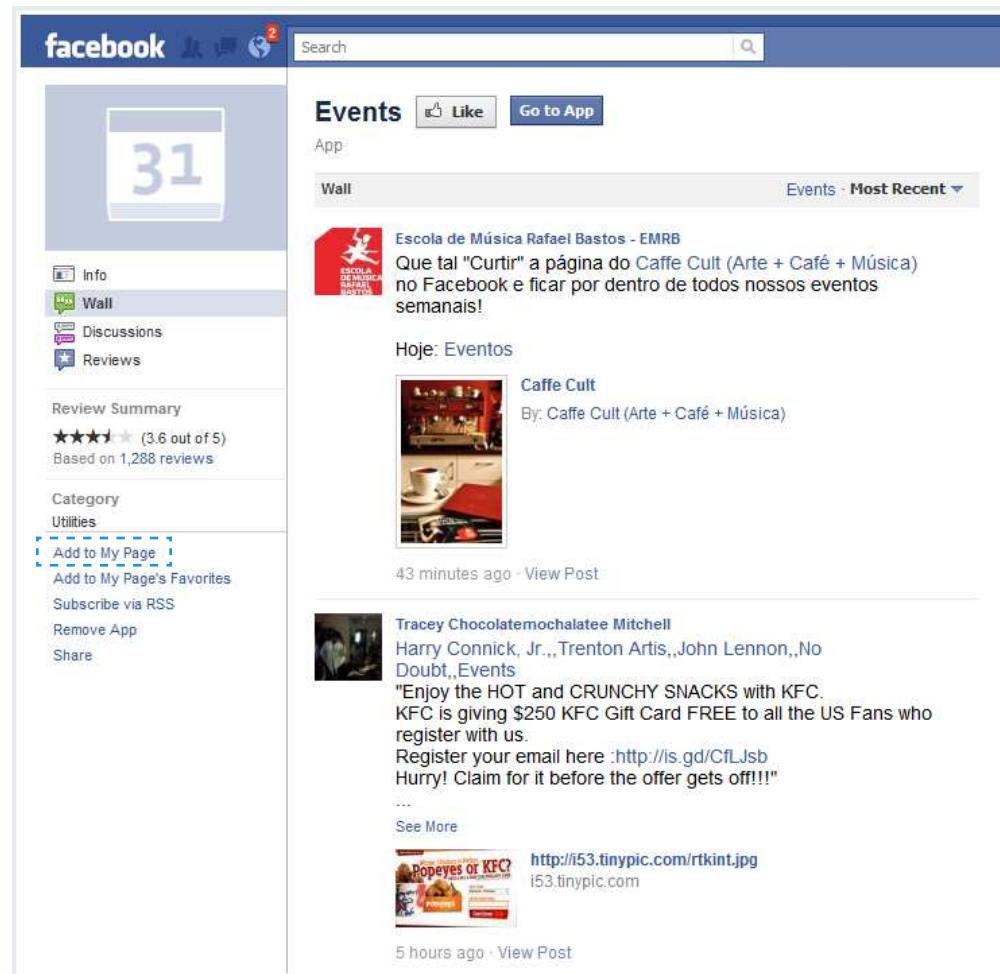


## 5 Share your event on relevant Facebook pages and groups.

Another way to proactively market your event on Facebook to people outside your immediate connections is to post a link to the event on other Facebook pages and groups. Again, be cautious here just as with LinkedIn groups, since some page administrators may see this as spam or promotional content. Rather than shouting, “Register Now!”, explain in the comment why you feel this event is beneficial or useful to members of that group or fans of that page. Generally, if you’re providing relevant, educational content that is of interest to the community, then there should be no issue in spreading awareness for it on other Facebook pages and groups.

## 6 Prompt live check-ins to your event on Facebook.

Facebook recently announced that attendees who have already RSVP-ed to your Facebook event can check-in live at the event from their smart phone and let their entire network know they’ve arrived. This is similar to Foursquare, Yelp, Gowalla, or Facebook Places, but instead of checking into a venue or a physical place, they’re actually able to check into your event. Presenters and event planners should encourage all attendees to check in on Facebook at the start of the event or sessions, because this will then alert all their friends that they’re at your event. Facebook also offers a “Places” section that allows attendees to check in at the venue. Encouraging attendees to use this feature can be a great way to build goodwill with your venue, since you’re providing them additional word-of-mouth marketing via Facebook.



Share your event on other Facebook pages and groups.

Click here to  
**Tweet this!**

**Encourage #event attendees to check in to your Facebook event to alert their friends**  
<http://bit.ly/event2pt0> via @cvent #event2pt0

# You Tube

## Broadcast Yourself™



**YouTube** is somewhat different than the preceding three social networks; instead of allowing people to connect and communicate via individual profiles, its primary function is to serve as a publishing platform for video content. However, YouTube isn't just about watching video. The site also includes various features such as channels, comments, ratings and recommendations (not to mention integrations with other social networks) that plants it firmly in the category of social media. YouTube can be a great channel to publish content for your event marketing and generate meaningful conversation across all of your other profiles, as well.

With more than two billion views a day and nearly double the audience of all three major U.S. broadcast networks combined, **YouTube is an event marketing force to be reckoned with.** And if that is not a compelling enough reason to use YouTube for your events, the network is owned by Google, which means that video content published on YouTube tends to rank high on Google searches. Since people are turning to search engines more and more for information about events, you want to ensure that yours is what pops up when they perform a search.

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# Utilize YouTube for Event Marketing 2.0

- 1 **Develop a YouTube channel.**
- 2 **Use the “Event Dates” module to promote events on your YouTube channel.**
- 3 **Create videos to drive interest around Speakers and sessions.**
- 4 **Capture your event on video to share before your next event.**



# 1

## Develop a YouTube channel.

The first step towards YouTube success is to create a YouTube channel. A channel on YouTube is similar to a profile on other networks, and it serves as the hub on which you can publish all of your video content. To develop a channel, sign up for a free account on YouTube by clicking “Create Account” in the upper right-hand corner of the screen.

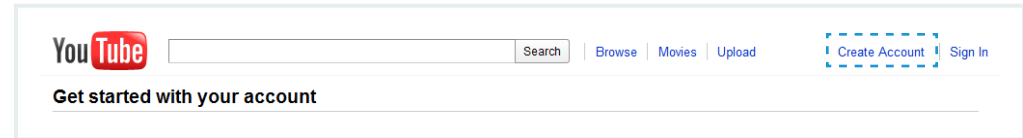
Upon logging in to your newly created account, customize your channel page with the branding of your organization or event, and then you’ll be ready to upload videos to your account.

### YouTube channel tips:

- ▶ Create the YouTube account with a corporate email address. If multiple people in your organization will need access to the YouTube page, it is best to create a new Gmail account specifically for this purpose (otherwise coworkers will have access to your personal email). Also, that way the page can be passed along to another event planner, if necessary, instead of being tied to your individual login.
- ▶ Align your channel title with your event or organization name. If you intend to use this channel to share video content about a specific event, then you should create the account with the name of the event. If you think that your organization may want to use this channel to showcase other video content outside the scope of your event, then create it using the name of your organization. If you decide to go this route, however, you may want to do a quick YouTube search to ensure that your company or organization does not already have its own YouTube channel.
- ▶ Include Channel Tags, or keywords used to help people find your channel, when creating your account. These keywords should include your organization name or the name of your event, as well as topics of interest relevant to your target audience.
- ▶ Fill out as many fields as possible on your YouTube profile, most importantly, your website, channel description, about me, and

interests. This information will allow your channel to be found more easily in search results.

- ▶ Under “Settings,” make sure you have selected “Make Channel Visible” to allow others to find the page.

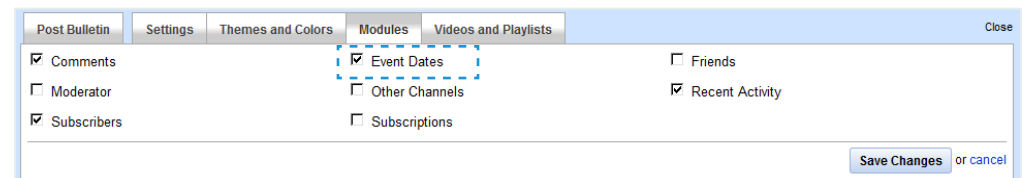


Create a YouTube channel.

# 2

## Use the “Event Dates” module to promote events on your YouTube channel.

It’s always a good idea to list all public events on your YouTube channel using the “Event Dates” module (found under the “Modules” tab). This module can be moved around the page to your liking, and it allows you to list event dates. Link to your registration site from the “Tickets” field to allow viewers to buy tickets to your events. You can also include details about the venue, as well as a brief description of the event.



List all public events on your YouTube channel.

## 3 Create videos to drive interest around your speakers and sessions.

All your effort to set up your YouTube channel is useless until you upload a video. It can be a recording from a previous event, a corporate video, an interview or any other footage that will convey to invitees why they might want to come to your event. One great way to promote your event without much investment in video equipment and editing is to ask speakers for video of prior presentations they have given, or video bios of their work –fairly common among professional speakers. If they agree to let you host the videos, you'll drive interest and collect registrations from viewers who want to see the speaker in person. You can also prompt attendees to provide their own video footage to help you build-out your YouTube page. For example, you could have attendees submit testimonials of why they signed up to attend your event, or submit video clips they filmed from a previous event you conducted. Offer a prize (free tickets to the event, for example) to the user who submits the best video.



Create and upload videos to your YouTube channel.

## 4 Capture your event on video to share before your next event.

If you don't see a need or have the content for YouTube to your event prior to the start, you can easily use YouTube to build awareness for a recurring event in subsequent months or years. To do so, either hire a professional videographer or bring in [someone on your staff with a reliable camera and some basic video skills](#). Break this footage into small clips, post them on

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Click here to  
Tweet this!

Use YouTube to build awareness for a recurring #event by capturing event footage on video  
<http://bit.ly/event2pt0> via @cvent #event2pt0

YouTube, and highlight what attendees have to gain by coming to your event in the future. You can also distribute the video to attendees to remind them of the great experience they had at your event or to provide them a glimpse into a session they may have missed.

# Social Media-tize your Event Website

Whatever objectives you have for your event, your number-one objective is attendance. (Otherwise you wouldn't need to market the event at all, right?) Thus, all of the social media infrastructure you developed in the last chapter should tie back to your event registration website. But while we've already given tips on how to drive people to your event registration site from social networks, how do you get people already on your event registration site involved in those social media communities? In other words, how do you leverage your registrants to broaden awareness for your event?

The homepage of your event website is the best place to start. It serves as the hub of your online event marketing and is most likely what pops up when somebody searches for your event in search engines.

- 1 **Link to your social profiles.**
- 2 **Include share links.**
- 3 **Track social media performance.**
- 4 **Embed a live Twitter feed, YouTube video or Facebook live stream.**
- 5 **Allow attendees to display contact details.**



# 1 Link to your social profiles.

On the homepage of your event website include links to event pages on Twitter, LinkedIn, and Facebook. Make sure it is very easy for people to join your social media communities so you can engage in online conversations and leverage them to reach new audiences.

**Cvent Seminars in Germany: 19/05 - 23/05**

**Who We Are**

- ✓ 750+ employees
- ✓ Profitable for 32 straight quarters
- ✓ 7,500+ clients
- ✓ 90,000+ users in 40 countries
- ✓ Over 140,000 event venues in the CSN

**Product Seminar | Event Management 2.0: The New Model for Success**

Since 1999, Cvent has helped organisations execute on over 275,000 successful meetings and events. We are excited to demonstrate how you can increase attendance and participation at your events while reducing overall time and money spent per attendee. During these seminars, we will demonstrate how Cvent's online event management solution can be leveraged to achieve your planning goals.

Choose any of the dates and locations below.  
Click the "Sign up Now!" button above to register for your preferred session.

**Thu 19 May, 2011**  
12:00 - 1:30 pm CET  
**Maritim proArte Hotel Berlin**  
Friedrichstrasse 151, Berlin 10117  
[Map & Location](#)

**Fri 20 May, 2011**  
12:00 - 1:30 pm CET  
**The Westin Grand Munich**  
Arabellastrasse 6, Munich 81925  
[Map & Location](#)

**Mon 23 May, 2011**  
12:30 - 2:00 pm CET  
**Maritim Hotel Frankfurt**  
Theodor-Heuss-Allee 3, Frankfurt 60486  
[Map & Location](#)

Cvent will be exhibiting at the IMEX tradeshow in Frankfurt from 24th to 26th May.  
If you are attending the show, please stop by Stand F365 or email me at [bludwig@cvent.com](mailto:bludwig@cvent.com) to setup a time to meet.

**Details**

**When**  
Thursday, 19 May, 2011 - Monday, 23 May, 2011

**Where**  
Germany  
0808.234.4540

**Presenter**  
Brian Ludwig

[Add to Calendar](#) [Share/Save](#)

[Get Weather](#) [Get Location Map](#) [Get Driving Directions](#)

[Contact Us](#) [Find Us on LinkedIn](#) [Find Us on Facebook](#) [Follow Us](#)

# 2 Include share links.

Include buttons on your event website that allow your attendees to easily spread event information to their own social media networks. At Cvent, we call these "share links". Most best-in-class event registration systems have a way to **embed share links on your event website or in the actual registration pages**.

If you built your own website or your provider does not offer this option, you can also use free applications like ShareThis or AddThis that give you a piece of HTML code to add to your event webpage and let people share the event info more easily.

Click here to  
**Tweet this!**

**Embed share links on your #event website  
& registration pages for easy #social sharing**  
<http://bit.ly/event2pt0> via @cvent #event2pt0

**Share This**

[Facebook](#) [LinkedIn](#)

[Twitter](#) [Digg](#)

[Delicious](#) [MySpace](#)

[StumbleUpon](#) [Reddit](#)

**Include social media links on your event homepage.**

### 3 Track social media performance from your event website.

If you're interested in tracking who uses the share links and how often, we recommend getting a free account on applications like [bit.ly](#) or [ow.ly](#). These applications let you shorten your URLs and create links to your event that are:

- ▶ Easy to share.
- ▶ Give you the geographic break-down of who is clicking the link.
- ▶ Track the total number clicks over time.

This data can help you truly understand the social reach of your event website and where people are sharing most. Additionally, you can use your [registration tool to report on referring sites that generate the most registrations for your event](#). By combining the data from bit.ly and/or ow.ly with your event registration report, you can actually measure which social networks generate the best results.

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General Information

Title: OrangeCorp Customer Appreciation Event

Start Date: 14-Dec-2011

Location: Hotel Monaco: Seattle, Washington

Event Code: 7QN8PELXJVZ

End Date: 14-Dec-2011

Planner: OrangeCorp

Totals

Accepted Invitees: 127

Accepted Guests: 11

Total Cancelled: 3

Total Waitlisted: 0

Total Participants: 135

Total No Shows: 8

Reference Id ▲	Accepted	Guests	Cancelled	Waitlisted	Participants	No Shows
Google	30	4	1	0	33	1
LinkedIn	47	5	2	0	50	1
Twitter	28	2	0	0	30	4
Meetings and Events Blog	7	0	0	0	7	0
Partner Website	15	0	0	0	15	2

1-5 of 5 records

Save Report

Export

Printer Friendly

Close

Track social media performance.



## 4 Embed a live Twitter feed, YouTube video or Facebook live stream.

Showcase social media engagement and encourage participation by embedding a live feed into your event site. This way, when you send out an invite via email and people register for the event, they are enticed to join in on the conversation in these other channels. Likewise, if someone discovers your event from another channel, say LinkedIn, for example, they might not be aware of all the great

discussions happening on Twitter and Facebook. Many best-in-class online registration tools, such as Cvent, allow you to embed a live feed [displaying all mentions of your event on Twitter](#). You can feed in Tweets in the following ways:

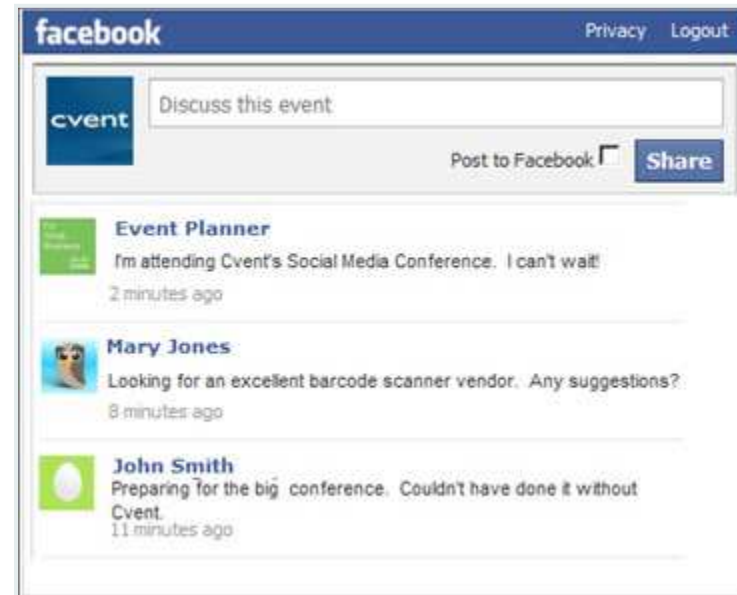
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- ▶ Tweets from your Twitter account.
- ▶ Twitter favorites.
- ▶ Keyword search results (such as all mentions of your event hashtag).
- ▶ Tweets from members of any lists you have created on Twitter.

Additionally, you can display a message board or discussion from Facebook on your event website, which will stream live posts from your Facebook event or application. Planners can easily add YouTube videos to their event website, as well, by including the embed code of a video on the site.



Display a Twitter account feed or hashtag feed on your event website.



Display a Facebook discussion on your event website.



## 5 Allow attendees to display Twitter, LinkedIn and Facebook contact details on your event website.

If you choose to publish a list of attendees, don't just list their names and email addresses on this page, but include links to their profiles on social networks to allow them to connect with one another. Of course, the individual must choose to provide this information when registering; but if they do, sharing social contact information on the event website can dramatically enhance the online networking prior to the event.

If you're hosting a business event, for example, attendees can visit other attendees' LinkedIn profiles to see if they share business connections in common, what organizations they work for, whether they are fellow members of other LinkedIn groups, or whether they attended the same university. You can imagine how beneficial this would be in driving additional registrations for your event: potential attendees will discover how worthwhile your event will be for networking opportunities. The best way to capture these details about your attendees' Facebook, LinkedIn, or Twitter URLs when they are registering for the event is to choose a registration system that gives you the flexibility to collect the data. An added bonus to you as the event planner is that, if you have that data stored in your address book, you can connect with registered attendees on those channels directly. For instance, if you created a Twitter account for your event, you could go through the Twitter URLs of attendees in your address book and follow all of the attendees who have registered for your event. In turn, this will likely prompt them to follow you back and help them stay up-to-date on your event-related tweets.

Personal Information	
First Name:	Mary
Last Name:	Jones
Email Address:	mjones@cvent.com
Facebook URL:	<input type="text" value="http://www.facebook.com/maryjones"/>
LinkedIn URL:	<input type="text" value="http://www.linkedin.com/in/maryjones"/>
Twitter URL:	<input type="text" value="http://www.twitter.com/tweetmary"/>

Allow attendees to include links to their profiles on social networks.

Annual Conference		
Attendees		
Name	Company	Connect
Castle, Scott		<a href="#">in</a> <a href="#">f</a> <a href="#">t</a>
Jones, Mary		<a href="#">in</a> <a href="#">f</a> <a href="#">t</a>
Smith, Alexis		<a href="#">in</a> <a href="#">f</a> <a href="#">t</a>

Include links to attendee profiles on social networks on your event website.

# Integrate Social Media with Online Registration

Once you've re-vamped your event website to be social media-friendly and established your presence across your social networks of choice, it's time to let people know about those channels directly through some proactive outreach – namely, the event invitation.

While many people will find your profiles on Twitter, LinkedIn or Facebook on their own, that doesn't mean you can't point them in the right direction. Here are five ways to leverage your event invitations to prompt social media engagement:

- 1 **Include your event hashtag and links to your social media profiles in emails.**
- 2 **Give people a message to share or retweet.**
- 3 **Incentivize people.**
- 4 **Use the answers to your event registration questions to guide your social media marketing.**
- 5 **Prompt people to RSVP on social sites.**



# 1 Include your event hashtag and links to your social media profiles in event emails.

This way, invitees can start talking about your event from the second they receive your first invitation. Someone might even tweet, "I can't attend, but check out this cool event!" That's great free exposure that could lead to additional registrations as a result of simply including the hashtag in your invitation.

# 2 Give people a message to share or retweet.

Remember, it's okay to ask people to spread the word about your event. By prompting invitees to share a particular message, they'll be more likely to engage: it takes less work on their end to think of what to say, and, with a clear call to action, they'll better understand how they can help. One simple way to do this is to pre-embed a message in your share links so when someone clicks to share, it will spread the message of your choosing. For instance, you could embed your event hashtag and the shortened URL (with tracking code) that points to your event website.

**Give people a message to share or retweet to spread the word about events in #socialmedia**  
<http://bit.ly/event2pt0> via @cvent #event2pt0

Click here to  
**Tweet this!**

The screenshot shows a registration page for a webinar titled "Event Marketing 2.0: Expert Advice on Using Social Media". At the top, there are icons for various social media and technology concepts. Below the title, it says "Live Complimentary Webinar | Thursday, April 14, 2011 | 2:00pm ET - 3:00pm ET". Logos for "MEETINGSNET", "SAN ANTONIO", and "cvent" are displayed. A black banner reads "A MeetingsNet Webinar". The main content area includes a personalized message to "Stephen", a paragraph about the importance of social media in event marketing, and a bullet point: "How to maximize the reach of your event marketing across social media channels". On the right side, there are social sharing buttons for LinkedIn, Twitter, and Facebook. Below these, the event details are repeated: "Event Marketing 2.0 Expert Advice on Using Social Media", "Thursday, April 14th", and "2pm ET / 11am PT". At the bottom right, there are two buttons: "Register Now" with a right arrow and "No Thanks".

Follow this event on twitter [#events2pt0](#)  
See who's attending on [LinkedIn](#)

Include your hashtag and links to your social media profiles in event emails.

### 3 Incentivize people to share your event by creating a contest with a compelling prize.

Contests can be a great way to drive additional registrations and give people that extra push to spread the word about your event in social media. That said, be careful... you can't just pay people to say good things about your event. If you compensate people for social recommendations, participants would need to disclose that they were compensated to endorse your event. A better route to incentivize sharing would be to run a contest. Use an incentive that draws in the right attendees. For example, if you're hosting a charity event, you could contribute a donation to the charity in the name of the winner. Or, if you're hosting a client event, you could offer a discount on your product or service to the winner.



Find out what social networks registrants use.

### 4 Use the answers to your event registration questions to guide your social media marketing.

Poll your invitees with questions during registration to determine their social media behaviors and help you generate relevant content – and by extension, [buzz for your event](#).

Registration questions can be a critical component of your overall “listening” phase when developing your social media strategy to gather an understanding of your audience. Some good questions to consider might include:

- ▶ On which social networks are you active?
- ▶ What are your expectations for the event?
- ▶ What topics are you excited to learn more about?
- ▶ What session or keynote are you most looking forward to?

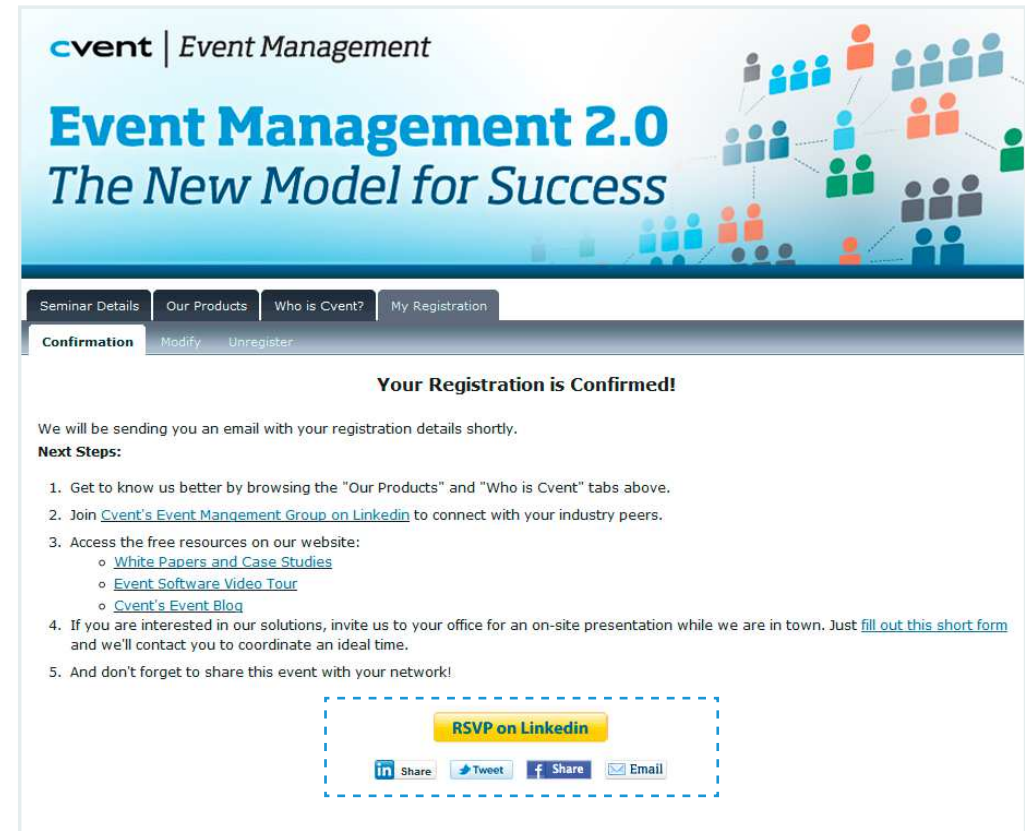
Then, on the social networks that registrants use the most, you can start talking about what matters to invitees before, during, and even after the event. Using social media to spark discussions, especially beforehand, will get people engaged, build buzz and help you generate more interesting sessions.

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## 5 Use the confirmation screen and email to prompt people to RSVP on your LinkedIn or Facebook Event.

Once invitees have completed the registration process, take advantage of space on the “Thank You” or confirmation page with a final call-to-action. Include a link on the confirmation page to your LinkedIn or Facebook event so that people can mark they’re attending. You can also include the event hashtag and share links to remind people to join the conversation now that they are registered for the event. Add these links to your confirmation emails, as well. These multiple touch-points throughout the registration process will supplement your event homepage and [prompt more attendees to get involved in the social media conversation.](#)

Click here to  
Read Blog Post



Use the registration confirmation page to prompt people to RSVP on social sites.

