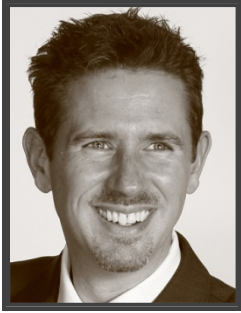




# The Ultimate Event Marketing Action Guide

- Generate BUZZ**
- Drive Registration**
- Create an Experience!**



# Introduction Message

---

*Patrick Schwerdtfeger*

*for Meeting Planners*

1

Do you plan conferences and conventions? If so, you know the challenge: driving registration & generating buzz. This e-book provides 6 guiding principles and 4 step-by-step action guides that produce real results!

Do you know other meeting planners that might benefit from this information? If so, please pass this along to them. It is provided free of charge and will contribute to more memorable events for all of us.



# Guiding Principles

---

*Patrick Schwerdtfeger*

*for Meeting Planners*

# 2

- Always reward good behavior!
- Emotion = Attention<sup>1</sup>
- Visual Content (photos & videos)<sup>2</sup>
- Interaction = Trust<sup>3</sup>
- Micro Incentives for Micro Actions<sup>4</sup>
- Autonomy, Mastery and Purpose<sup>5</sup>



# Online Event Marketing

---

*Patrick Schwerdtfeger*

*for Meeting Planners*

# 3

## Do these 10 things BEFORE the conference ...

- Introduce a #hashtag for your event and promote it everywhere.
- Retweet anyone who uses the #hashtag in an appropriate way.
- Publish a weekly post: "Best 20 Tweets about the 2012 Conference."<sup>6</sup>
- Join 20+ Facebook & LinkedIn groups and post conference updates.
- Create cityscape pictures for each speaker and tag them on Facebook.<sup>7</sup>
- Request preview videos from speakers or find demo videos on YouTube.
- Publish session descriptions as blog posts and embed images & videos.
- Pin each blog post in a "2012 Conference" board on Pinterest and share.<sup>8</sup>
- Use Klout to identify the social media "influencers" in your target market.
- Give each of these influencers a few free registrations as contest prizes.<sup>9</sup>



# Online Event Marketing

---

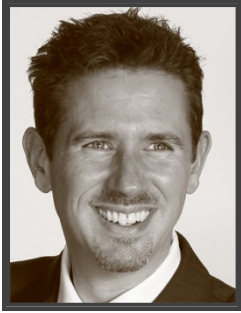
*Patrick Schwerdtfeger*

*for Meeting Planners*

# 4

## **Do these 10 things DURING the conference ...**

- Project a live Twitter feed on a huge screen in the primary common area.
- Identify and project "most retweeted" tweets during the conference.
- Print Klout scores on the badges of influencers and provide VIP access.
- Do a panel discussion during the conference featuring the influencers.
- Take FUN photos of attendees and brand them with the conference URL.
- Upload the photos to Facebook and tag as many people as possible.
- Offer daily prizes for entertaining onsite videos uploaded to YouTube.
- To qualify, videos must be posted on the conference Facebook Page.
- Videos with the most "likes" by 12 noon win. Play them during lunch.
- Have an awards ceremony and get as many photos & videos as possible.



# Online Event Marketing

---

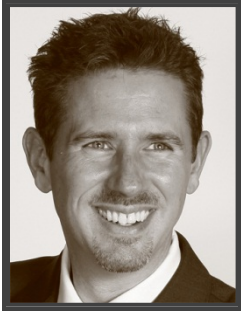
*Patrick Schwerdtfeger*

*for Meeting Planners*

# 5

## **Do these 10 things AFTER the conference ...**

- Upload photos of award winners to Facebook and tag award recipients.
- Announce small prizes, selected randomly, for people tagged in photos.<sup>10</sup>
- Accumulate as much visual content as possible from the conference.
- Begin getting permissions to use the content to promote future events.
- Offer an incentive to get attendees to complete a SIMPLE survey.
- Solicit “general comments” about the conference from attendees.
- Filter out all the enthusiastic comments and use them as testimonials.
- Offer a special discount to pre-register for next year’s event immediately.
- Make sure your website can accept registrations for next year’s event.
- Issue press releases with testimonials and the early registration discount.



# Online Event Marketing

---

*Patrick Schwerdtfeger*

*for Meeting Planners*

# 6

## Do these 10 things if you have a BIG budget ...

- Bring the influencers in 3 months earlier for a special kick-off event.
- Treat them to an invite-only dinner and take tons of branded pictures.
- Upload to Facebook and tag everyone. Share on Twitpic with @username.
- Introduce the #hashtag at the dinner and distribute the free registrations.
- Solicit their help in spreading the word and promoting the conference.
- Buy a bundle of \$199 press releases from PRweb. Unlimited = \$2750.
- Send out press releases for each session & link to corresponding posts.<sup>11</sup>
- Send out press releases for everything. Include the #hashtag with each.
- Advertise the conference on Facebook and target fans of similar pages.
- Advertise on LinkedIn and target by job title and group membership.<sup>12</sup>



# Personal Biography

---

*Patrick Schwerdtfeger*

*for Meeting Planners*

7

**Patrick Schwerdtfeger is the author** of *Marketing Shortcuts for the Self-Employed* (2011, Wiley) and is a regular speaker for Bloomberg TV. He has spoken about business trends, modern entrepreneurship and the social media revolution at conferences and business events around the world.

**Patrick's past books include** *Webify Your Business: Internet Marketing Secrets for the Self-Employed* (2009) and *Make Yourself Useful: Marketing in the 21<sup>st</sup> Century* (2008). He has been featured by the New York Times, CNN Money, Fortune, Bloomberg Businessweek, the Associated Press, MONEY Magazine and Forbes, among others.





# Keynote Speaker

---

*Patrick Schwerdtfeger*

*for Meeting Planners*

8

*Patrick is a professional keynote speaker. Programs include ...*

- Go BIG!** Essential Elements for Explosive Growth
  
- Social Media Victories** – Stop Wasting Time!

*Call 415-881-7530 for more information.*