

**LYYTI**

# The Event Marketing Playbook

How to Make Your Event a Success



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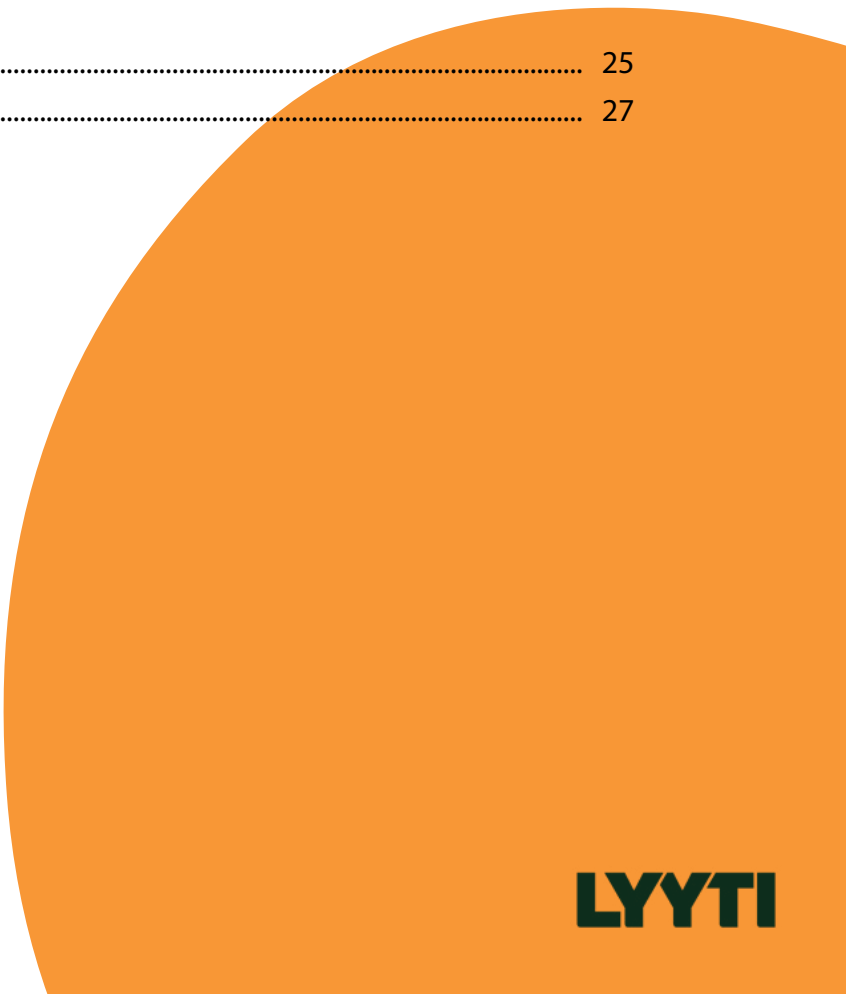
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# LYYTI

## The Most Loved Event Marketing Solution in the Nordics

**LYYTI** is a software specialized in participant data collection and management. Lyyti does the manual work so you can focus on your event content and participants. We want to introduce and sustain the idea that successful events result in actual, measurable growth, instead of events being a burden on both budget and staff. We aim to benefit you and your customers on every level.

### LYYTI'S KEY BENEFITS:

- + Participant data management
- + Automated event communication and messaging
- + Analytics & reporting
- + Tickets & payment
- + Integrated with Marketing and CRM platforms

Start building your event success with Lyyti!



**SECTION 1:**

# **Introduction to Event Marketing**

# Why you should read this playbook



Heikki Sivonen

**WELCOME** to the Event Marketing Playbook from Lyyti. What you get is a straightforward and practical guide for making your event a success and a central part of any marketing strategy. Most importantly, it helps to build a closer bond with your customers. We'll take you to an era of data-driven relationships and technologies that you could previously only have dreamt of. Let's rock!

**AT LYYTI**, we operate within the heart of global event marketing scene, organizing multiple events every year by ourselves. Thousands of companies from all over the world use our beloved Event Marketing software to manage their events and communicate with their customers. In this playbook we'll reveal our best-kept secrets on why and how to set up an event as a part of your marketing strategy, how to market your event, how to get the ideal participants to attend, and how to follow up and engage with them. We have also included lots of tips and cheat sheets to help you through your marketing year. So, we invite you to read this playbook, be creative, get excited and put ideas into action.

## **FIVE GOOD REASONS TO READ THIS PLAYBOOK:**

- 1** How to increase the results from your events and how to optimize them.
- 2** Understand which events are truly valuable for your business.
- 3** Increase the impact of your marketing plan with successful events
- 4** Take advantage of the opportunities of modern event marketing technologies.
- 5** Get inspired!

Yours Truly,

Heikki Sivonen  
Chief Marketing Officer  
Lyyti Ltd.

# The big picture: Why make events a part of your marketing strategy?

**EVENTS** do more than increase brand awareness and sales. They create and empower relationships, one of the main goals for any marketer. Relationships are important because businesses are all about emotions: the one with the strongest emotional bond will close the deal. Even in the digital era, when it comes to building trust, events play a more important role than ever.

Events are a great way to build your desired brand, raise topics to discuss, accelerate sales and engage customers. As companies have less and less facetime with their customers, events are one of the best opportunities for truly standing out from the crowd and improving

the customer experience and buyer's journey. But it's not that easy anymore: customers have more options now, and today it's even harder to get people to actually attend. As a result, marketers struggle with seeing events as part of marketing as a whole. Events may be seen as budget consuming, unscalable and as yielding poorly measured results.

We have good news for you: this is your chance to take your business to the next level. Events should be incorporated into your marketing strategy as true relationship-builders and boosters for the customers' buyer's journey.

## THIS PLAYBOOK WILL HELP YOU TO:

- + create irresistible event concepts and customer experiences
- + extend an event's lifetime, create event scalability and empower your marketing and sales
- + market and communicate efficiently
- + use the best available tools and methods

**SECTION 2:**

# **The power of concepting**

# Start with why: The power of concepting

**THE FIRST** rule of success is to design the right event concept. Concepting is the only way to meet your participants' interest; you need to connect them emotionally to your event. The greatest event marketers are storytellers: they make it clear why people are invited, what they get by attending and how they'll benefit from the event in the future.

An event concept creates the framework for your event and guide you towards your goals. It's a summary of your event which should describe the event as a clear entity. While the

concept of an event primarily guides internal decision-making and supports the strategy, it's also useful for all the organizing parties involved. Careful planning of the event concept will clarify the overall picture of the event, and during the concepting, the event can also be reshaped and improved. Always keep in my mind that we are human beings: we think, but mostly we feel. Don't settle for simply creating an event: outsmart your competitors by offering the participants experiences.

## The most important questions to answer in event concepting:

- Why the event is taking place: what are the goals, what's the value for the participant and what kind of influence you want to make.
- Content: does the content match your participants' needs, interests, hopes and exceptions. How does it support your event goals?
- Target audience: to reach your goals, who should attend?
- Does the event concept support your company's strategy?
- How does the event concept agree with your brand?
- Is the event located at the best possible location? (reachability affects the number of participants)
- When is the event? Why did you choose that specific time? Is it the best fit for your and the customer's schedule, as well as the overall company calendar?



# Think through your customer's eyes

When the event concept is complete, think about how it will look from the participant's point of view. Imagine being the participant and walking through the whole process. Start from the moment the participant first hears about the event. What emotions does it evoke? What is the tone when receiving communication about the event and is it appropriate? Are you interested,

and how can you get the participants to engage and invest their time to attend? If, during the event process, you discover weaknesses that negatively affect the participant experience, refine the concept. If, on the other hand, you find that something is working especially well, emphasize it with marketing.

## Know your event type

Arrange your events into five categories. This will help you to understand and reach the event goals.

- 1. FLAGSHIP EVENTS** are just that: your company's flagship events. They have a high position on the strategic map. Greater resources are spent and they are intended to increase brand value and growing the marketing audience.
- 2. INBOUND EVENTS** are directed to support sales. The goal is to engage customers and create new sales opportunities and conversations: in marketing language - "to build a sustainable funnel". When thinking about the content of inbound events, think about where in the funnel each element of content falls: Top-of-the-Funnel (ToFu) or Bottom-of-the-Funnel (BoFu). Inbound events use a similar strategy as inbound marketing, which is why they are successful in supporting sales.
- 3. ACCOUNT-BASED EVENTS** include customer events aimed at current customers and prospects. The goal is to increase customer engagement and additional sales. Customer managers play an important role in both organizing and creating content for the event.
- 4. TRADE FAIRS AND PARTNER EVENTS** are common types of events in which a company attends the event as an affiliate, but is not responsible for organizing, sending invitations or handling the after-care.
- 5. INTERNAL EVENTS AND TRAININGS** are designed to engage, increase employees know-how, and improve internal communication. Concepts for internal events are many. It can be anything from a "new software workshop" to the "company christmas party".

# Define the ideal participant

**AS AN EVENT ORGANIZER**, you need to know your target audience and understand its behavior and interests. Demographic and personalized targeting help you to influence people the way you want. Just as sales and marketing use buyer personas, your events need a profile of an ideal participant.

If you've organized events in the past, take a look back. Have you arranged similar events? Think about who attended, and whether you identified the most valuable participant types. If you can define some

clear features – great! However, identifying the ideal participants can be challenging, especially if similar events have not previously been arranged, or there was no follow up on the results. Different kinds of events usually have different kinds of participants, depending on the concept and purpose of the event. Therefore, when planning each event, it's crucial to define the ideal participant. This personality should be kept in mind throughout the event process, from planning to post-marketing.



## DEFINE THE FOLLOWING ATTRIBUTES OF YOUR IDEAL PARTICIPANT:

- + Age
- + Position at work
- + Work and leisure interests
- + Values
- + Goals
- + Status
- + Personality
- + Communities that the participant belongs to
- + The kind of events they attend

## UNDERSTAND THE IDEAL PARTICIPANT'S RELATIONSHIP TO YOUR EVENT:

- + Do they attend bigger or smaller, more intimate events?
- + When and how did the attendee hear about your event?
- + What could give ideal participants the "wow effect" and get them to post it on social media?
- + What kind of story and tone of voice touches the ideal participant?

With this information, you'll get a broad picture of the kind of event your ideal participant is most interested in. It also gives you valuable insights about where you can reach the right audience, how to communicate with them, and how to optimize and allocate your media budget.

## The ideal participant's personality and funnel

Think about the purpose of your event and its place in the customer journey. If the goal is slipping, think about the participant personality through that role: do they make the purchasing decision? It's a good idea to ask your organization's sales team for insight, as they may have a clear idea of whom to target. If, on the other hand, the goal is to increase brand awareness, you may want to ask the marketing department for help, because they should be familiar with various target audiences.

## Event planning for the ideal participant

It's a good idea to use the ideal participant's personality and interests in all decision making, from event content to napkin colors. For example, when it comes to food at your event, think about whether the participant would prefer to eat trendy vegetarian food or meat and potatoes. For the content of your event, think about the participants' interests, what they want to learn and how it supports their values. This simplifies the decision making process and helps you create a memorable event.

## What happens to the participant during the event? And afterwards?

Put yourself in this person's shoes and think critically about the event. Does the event concept take the participant further along the buyer's journey (*see Section 3, Post-event marketing: how to get people buy*). What could be done better to help the participants go further on their buying journey?

# A shortcut to goal setting

**THE GOAL** for your event should always be business strategy-oriented. Why is the event organized in the first place? How does the event support sales and marketing? What you are aiming to achieve with the event? Which part of the customer path is the event for? Always ask yourself these question before the event, not afterwards.

## 1. WITHOUT A GOAL, YOU CAN'T SCORE

Setting the goal for your event will define what kind of event should be organized and what kind of groundwork must be done to make it successful. If there's no goal, or the goal isn't clear enough, it's impossible to plan and execute the event, define its value or know if the goals were reached or not.

The event goal influences the event process and final outcome: what kind of event will be organized, how it will be marketed and who should be invited. Don't start planning the event before setting the goal! Start planning the details after you know your desired outcome. The event goal is a good way of challenging your team and your event marketing routines. In the end, make sure that the goal is something your organization can easily commit to.

## Write your event goal here:

*With my event, I want participants to \_\_\_\_\_ ,  
and I will measure my success based on the goal of \_\_\_\_\_ .*

### AN EXAMPLE:

With my event, I want participants to **test our new product**, and I will measure my success based on the goal of **getting 200 new sign ups and nurturing 40 of them to sales-ready in two months**.

A good way to test the goal you've written above is to grab a colleague and tell them your idea. Is it easily understandable and clear to them? Is this goal measurable? Be realistic: is this goal achievable and attainable with your existing resources?

## 2. DEFINE THE BEST POSSIBLE GOAL

Let's imagine that your business goal (the main reason for organizing the event) is:

**a) increasing brand awareness**

**b) increase sales**

**c) educating and entertaining your customers**

A. If you want to increase brand awareness, a good goal for your event could be increased registrations, larger reach on social media, high media coverage, or increased website traffic.

B. To increase sales, make sure that your event goal is to generate leads and new opportunities for your sales team. Depending on the business, the event goal can also be increasing the pipeline value or winning accounts. These are probably the most common ones and the most challenging to measure. When defining an event goal like this be precise, such as: "To create 20 new sales qualified leads". Remember to put these goals in perspective according to your target audience and budget.

C. For educating and entertaining your customers, make sure the event goal is more defined than just that. For example increase of: product users or for a particular feature, customer satisfaction or know-how.

## 3. SET NUMERICAL EVENT KEY PERFORMANCE INDICATORS (KPIs) FOR THE FOLLOWING THINGS, FOR EXAMPLE:

- registrations
- participants
- no-show % rate
- impressions on social media
- media mentions
- website visitors
- prospects
- new qualified leads
- new opportunities (or value)
- accounts won (or value)
- booked customer appointments
- customers reached
- results for pre-event, mid-event and feedback survey.

## 4. THINK BEFOREHAND HOW TO PROVE WHETHER THE GOAL WAS REACHED

After setting the goal, make sure it is measurable. This means that you know how to measure the results afterwards and can determine whether the goal was reached or not. It's not hard, so don't worry! In its simplest form it could be:

Event goal: to educate participants about a new product feature.

How can you measure the effectiveness of your event marketing investment? Ask if your participants learned something new. You can do that by asking the same question before the event, during the event and after the event.

### AN EXAMPLE QUESTION:

Did you learn something new at the event?

Yes / No

If yes, what was it?

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If 80% of the participants answer your feedback survey after the event, of which 64% say that they learned something new, you did pretty well. Next time you organize an event, keep the numbers in mind while planning. How can you improve the percentage of those who learned something new even more?

## 5. DEFINE THE OBJECTIVES THAT WILL HELP YOU REACH YOUR GOAL

Objectives are the strategies and steps that you use to reach your goals. Just like in any other project, the event goal needs to be broken into smaller pieces. The event goal could be to create 100 new leads, but what are the steps needed to reach the goal?

**The strategies and steps that will bring me closer to the event goal are:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

It's a good idea to pause every now and then to evaluate if everything is going in the right direction: is the team still working on reaching the same goal? Is it still clear for everyone? If not, change and optimize the parts that are out of line. Reminders of the goal and desired outcome are valuable, especially for the event coordinator or producer who usually has a million tasks and deadlines to fulfill.

## 6. DON'T FORGET TO FOLLOW UP

Let's go back to when we talked about the importance of setting up the event goal. It was crucial because without it, it's impossible to measure the success of an event. After the event comes the critical moment when it's time to review the whole project. Divide the event into smaller pieces with those involved. Ask your colleagues that attended the event for feedback, collect and analyze all the event KPIs and make sure that they exist in a sharable form. It's natural that the first feeling, after managing an entire event, is victory. However, numbers speak louder than words.

## 7. MAKE YOUR EVENTS COMPARABLE

Make the best use of existing event data and start analyzing your organization's event marketing. This helps you to understand which events are supporting your business goals. Review the event KPIs. By collecting the same metrics on each and every event, you will soon see how easy it is to analyze and optimize your event processes and event marketing. Above all, KPIs reveal the best and most cost-effective strategies of event concepts.





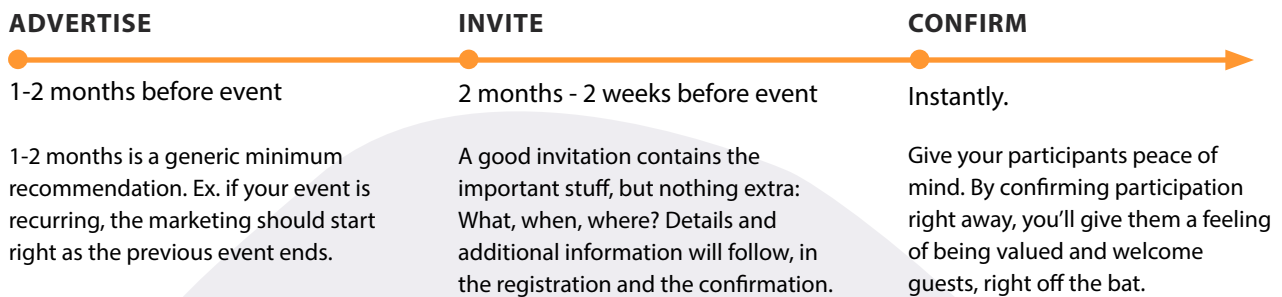
**SECTION 3:**

# **Steps for efficient event marketing and communication**

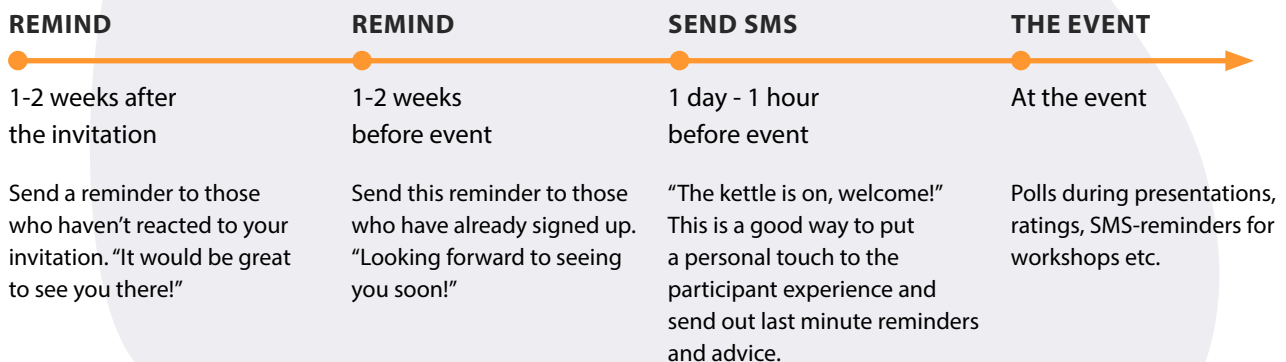
# Mastering the event stages

**EFFECTIVE EVENT MARKETING AND COMMUNICATION**, which are set up to reach your ideal participant, is the key to a successful event. Without participants you don't have an event. Without satisfied participants, you don't have a successful event. Follow the timeline to master the different stages. Further along in this section, we'll break down each stage and reveal our best practices and secrets about one of our top specialties: event marketing and event communication.

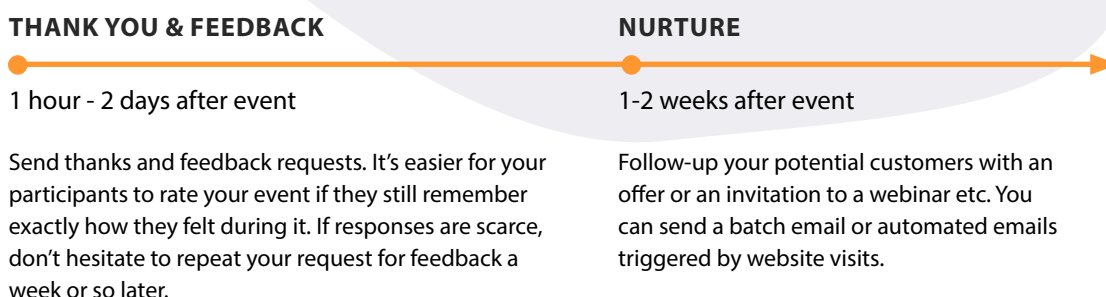
## 1. PRE-EVENT MARKETING Goal: How to get people to register



## 2. EVENT COMMUNICATION Goal: How to get people to attend and engage



## 3. POST-EVENT MARKETING Goal: How to make people buy



# 1. PRE-EVENT MARKETING: HOW TO GET PEOPLE TO REGISTER

Your event's pre-marketing goal is to get people to register. How do you do this? By using the information gathered during the concepting; only with that information can you build an influential event website and choose the right marketing channels. The key for successful pre-event marketing is to know your target audience, how to reach them and communicate with them.

Remember who your ideal participants are; the ones that will be interested in or has a value of attending your event, and find suitable ways and channels to connect with them. You can use demographics and psychographics to segment your target audience and create hyper-targeted invitations which will attract the right participants based on their personal characteristics and behavior.

## PSST!

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Your registration page needs to be alive! Update the page regularly with surprises, information about speakers and upcoming competitions. Even if people have signed up, you want them to revisit and share your registration page.

Try to find some patterns, common denominators, or average values among your ideal participants. As you have now defined the ideal participants, use your findings to create meaningful and attractive content. Make sure to say why the participants should invest their time. Personalized communication helps you to motivate your target audience to take action. Your event registration page has to be in line with the target audience's persona.

## PROMOTION IS KEY: CHOOSE THE RIGHT CHANNELS

Besides your website and event registration page, you need to promote your event and registration using social media, paid ads, emails and newsletters. Because you know your target audience by now, you know which medium you should spend the most time and money on. Where does your target audience spend the most time? Again, develop the content to agree with your target audience's characteristics and behavior.

## DON'T FORGET RETARGETING

Do people visit your event registration page but then forget to sign up? With the help of retargeting, your ads will appear the next time they surf the web, just as a little reminder for them to come back to your site and sign up.

## 2. EVENT COMMUNICATION: HOW TO GET PEOPLE TO ATTEND AND ENGAGE

Now is the time to get the people who have signed up to actually attend and engage at your event. Do this by creating unique, personalized experiences using the participant data collected from registrations. This has three stages: before, during, and after the event.

### 1. SEGMENTATION: THE RIGHT MESSAGE TO THE RIGHT PERSON AT THE RIGHT TIME

Before the event, use the participant attributes to personalize the experience for each participant. Use information such as name, role, company, location and participant status to segment and customize communication. After the event, segment the audience based on the participant status (ex. no-shows, specific workshop attended, day vs. evening participants etc.). The right communication with the right participant is highly important. For example, it's important not to send a "no-show" a feedback form.

### 2. CONTENT: THE THINGS YOU DON'T MEASURE CANNOT BE OPTIMIZED

Before the event: Use pre-surveys to collect valuable data that will help you to create a personal and unique participant experience. Ask what they expect from your event.

During the event: Send personalized instant messages asking for feedback during the event. Analyze the results afterwards. When were the participants most and least satisfied? Can you figure out why and see some patterns?

After the event: Use post-surveys to collect valuable data that will help you to optimize your future events. Create a standardized form which asks the participants the same questions after each event. In the future you will have a benchmark that helps you to evaluate your events.

## CREATE BUZZ!

Use retargeting and hyper-targeting to get the buzz going around your event. Make sure you have content the participants can share on social media before, during, and after the event. This could be upcoming speakers, hashtags, photos and recordings from the event.

### 3. POST-EVENT MARKETING: HOW TO MAKE PEOPLE BUY

The goal of post-event marketing is to get people to move further along the purchase funnel. The purpose of this stage is to combine all the gathered information and use it efficiently.

#### 1. SEGMENT YOUR TARGET AUDIENCE

It's time to use the data collected to personalize your communications. Segment your target audience based on participant and background data. This is similar to the first marketing stage, but you now have more data from the registration, pre-survey, and post-survey (for example, you now know who attended the sales workshop or who represents which company). The more data you can find, the better you can communicate with your target audience.

#### 2. CREATE CONTENT BASED ON EVENT DATA

The content created at this stage is based on the data you've gotten from your event, and/or the participants' buying behavior (ex. a white paper about how your product will increase sales, or how people in Stockholm are using your service). This content needs to agree with the data you've collected from your event, which can also be seen as the demographics and psychographics of your target audience.

#### 3. NURTURE POTENTIAL BUYERS TO INCREASE BRAND AWARENESS

Your new contacts are now your potential customers. A nurturing workflow means automated email communication in which the content is customized based on the contacts' participant data or an action. For example, sales workshop participants will automatically get an email with a white paper about how your product will increase sales. Or, a participant from your recent event visits your website and downloads a guide about sales – a few days later they receive an email with the same white paper. As in all the previous stages, don't forget social media, paid ads and retargeting. You need to promote your post-event content as much as you promoted the actual event. Use the same tactics but make sure that your ad nurturing workflows to your post-event marketing plan to nurture your potential buyers.

#### PSST!

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Create communication magic with average age! Find out the average age of your target audience. This tells you which generation most of your target audience belongs to. Research how to communicate with that specific generation. You will be surprised how accurate the information can be, and how it differs between generations.

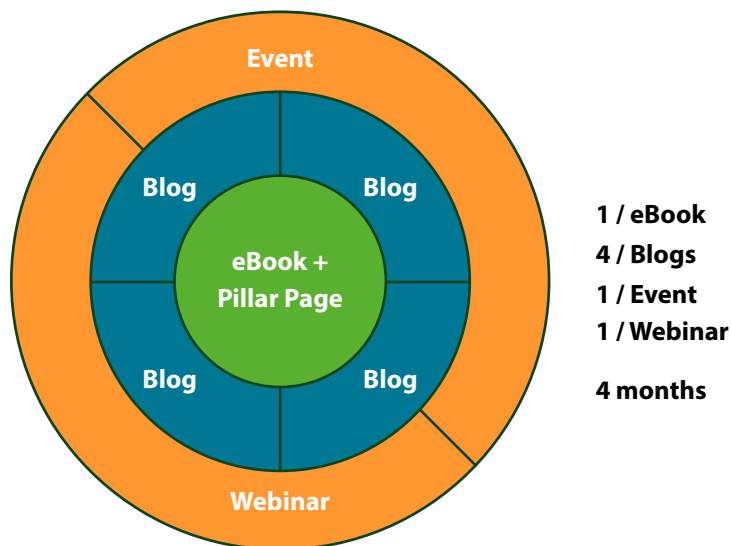
# A step-by-step inbound campaign example

**ONE OF THE BEST** ways to improve the scalability and lifecycle of your events is to include them in your inbound marketing campaigns. Here we introduce a simple example of an inbound campaign model. Think of how your event could fit in, and you'll have a good change of adding significantly more value to your marketing.

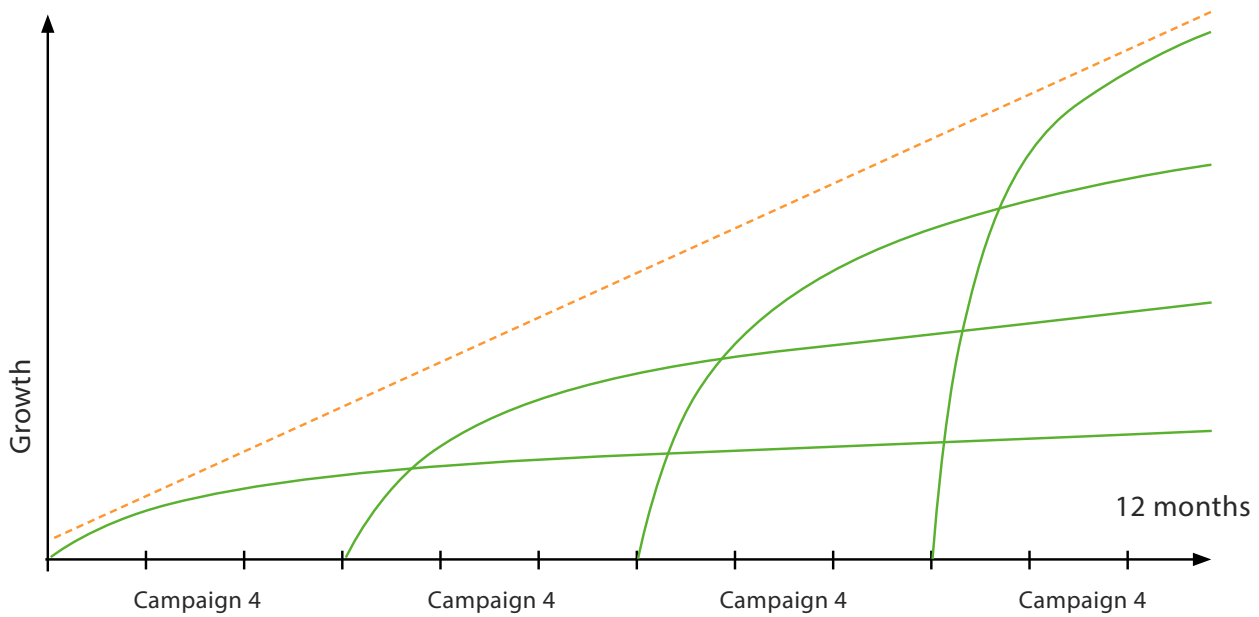
Build your inbound campaigns around one of your main pieces of content. That content can be an eBook, whitepaper, checklist or any other content that you frequently download against your contact details. Landing pages are known as pages where material can be downloaded. Today, pillar pages, which are slightly richer in content than traditional landing pages, have become increasingly popular. They are a great support for your company's SEO strategy. There are several things you can do to promote downloadable content. Content types can vary from videos and blogs to infographics. The amount may vary depending on the duration and content of the campaign, but a good rule of thumb is that for each download, write at least four blog posts and organize at least one event and webinar.

One of the strengths of content marketing is that it is cumulative. In other words, the content you post on your blog today will be just as or even more valuable in a year's time. However, it is a good idea to set a duration for the active phase of your campaign. A common practice is to think of an inbound campaign as a quarterly campaign, so it takes 3–4 months, depending on the size of the campaign. Sometimes smaller themes can be published in a month's cycle.

Even though there is a huge amount of content on the web today, and certainly on a subject already written, it is still important to ensure that content is consistently published. Reusing old content can sometimes be very valuable. New releases on your blog will maintain and increase the marketing audience's engagement with your brand.



*An example of a simplified inbound campaign.*



*An example of the cumulated effect of an inbound campaign: if your first campaign of the year generates 15 sales leads per month, the cumulative net monthly impact of four campaigns at the end of the year could be many times more.*

## Key points for inbound marketing campaigns:

It is a good idea to plan the content of your inbound campaigns at least a month or two before you implement the campaign.

- ✓ Add your event to your inbound marketing campaign calendar. This way you also know the budgets and can allocate resources to those involved in the event well in advance.
- ✓ Categorize your events into easy-to-understand categories and make a preliminary budget for each (including marketing costs). Re-check the previously mentioned five event types.
- ✓ Consider how events are structured as part of all content marketing, for example, in an inbound campaign template.
- ✓ Make an annual plan that takes into account upcoming campaigns and other foreseeable events.

**SECTION 4:**

# **The Tricks of the Trade**



# Modern event marketing tools

**WHEN EVENTS** play an important role in your marketing, you'll need proper tools to handle all the practical issues, thus ensuring event value. Here are some of them.

## ONLINE REPORTS & SHARING TOOLS

Keep everyone in the loop with almost no effort: online and live reports are back-end tools that help you share important and accurate information without exposing the participants' integrity. Logistics are one of the most important elements while planning an event, and one of the most time consuming parts. This requires a truckload of communication, both externally and internally. With online reports and sharing tools you can easily create a relevant and concise report to share with those who need to stay up to date wherever they are.

## MOBILE CHECK-IN

Mobile check-in services ease the workload for everyone involved during the event by using an app tied to the event. Scan tickets, check in participants, modify participant information, and communicate directly via email or SMS to a group or just one person. A well developed app will help you and your colleagues be more effective and keep track of participant information during the event.

## ALL-IN-ONE SOFTWARE

Keep everything about your event in the same place: gather registrations, manage participant data, conduct event communication – as there are many event

management tools available, we suggest researching what suits your specific needs and try it out. All-in-one software will help you reduce the costs of your events, both time and money, because you have everything from the invitation to messaging, logistics information, follow up and much more concentrated into the same tool.

## SYSTEM INTEGRATIONS

Integrate your CRM and Marketing Automation systems with your all-in-one event management tool to identify and capture new customers. With integrations, you can easily transfer your event and participant data to monitor which type of events perform the best, and take advantage of the data to automate your marketing.

## VENUE SOURCING TOOLS

Let a third party help you find the perfect venue for your event. Talk about your preferences and desired outcome with a professional venue specialist, and they'll help you identify some places that could be a good fit. It is highly important for the venue to be a great match with your target audience to enhance the event experience. And the best part is some of these tools offer virtual tours.

**LYYTI**

## All-In-One Event Marketing solution

Lyyti for event marketing and participant management

Start building your event success with Lyyti!

**BOOK A DEMO**

# Event technology that enhances the participant experience

## ARTIFICIAL INTELLIGENCE (AI)

AI can benefit your event in many ways, some of which are more expensive than others. One slightly cheaper way of using AI is to take advantage of your registration data, the information the participants filled out while registering for your event. AI can analyze a huge amount of data and detect patterns. For example, you could easily see who should be interested in networking with whom, based on the questions you asked in the registration form. It could be information such as interests, job roles or industries. Besides the matchmaking process, AI will help you customize personalized recommendations for your participants. These are sure to enhance the event experience.

## HYBRID EVENTS

Is there a chance many of your desired participants won't be able to attend? A hybrid event is both physical and online. By using live streaming, many more participants will have the opportunity to attend. Three major benefits of hosting a hybrid event are: First, it is cost effective because many of the participants are online. Second, if you host a good and well thought out hybrid event, many of the "onliners" will attend in person next year. Third, participating online is more eco-friendly.

## TECH THAT DRIVES BUZZ

A branded website that communicates all the buzz around your event will increase the engagement from your participants and attract more people to your event. During the event, be sure you have technology that makes sharing the ongoing experiences easy: video content, a photo booth, or just a simple hashtag will make all the difference. But it doesn't stop there. Be sure to share these moments with your participants afterwards, and don't forget those who could not attend. People love to see if they are in any of the pictures taken, and once those who could not attend see what they missed, they will for sure attend next year.

## CHATBOTS

Instead of running around, looking for a staff member at the event, let the participant interact with and pose a question to a chatbot. You will save time and decrease your staff's workload: everyone's a winner. Chatbots aren't difficult or complex. Today, chatbots can be created and used in many easily accessible channels, such as SMS and social media. Imagine a chatbot that can answer the most frequently asked questions about your event or send push notifications the participant can interact with: live event communication on a new level!

## INTERACTIVE LIVE APPS AND AUGMENTED REALITY (AR)

The average attention span of a human is around eight seconds. Be unique and try something different in a regular presentation. Interactive apps such as event gamification, live polls and surveys keep participants interactive and interested. Most people love to compete, so a live gaming app tied to the speaker's topic, will surely increase those attention span seconds. Attending a live event, asking questions or voicing your thoughts in public can be scary. With anonymous live surveys and polls, participants can easily give direct feedback and also see what the majority of the participants think.

## PSST!

Event Technology can sound complex and expensive; however, it doesn't have to be. Look out for trends and try to figure out what your target audience appreciates, or even better, how to surprise them. You want to break through the noise and increase the attention span. Choose wisely on what type of technology to use. Do research online and ask experts.

# Your personal event checklist

## 1. ANSWER THESE KEY QUESTIONS:

Why are you organizing this event?

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Who are you inviting to your event?

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What is your event offering the participants? What are the key thoughts you want a participant to walk away with?

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How will you measure your event's success?

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What are the key elements of the perfect registration page?

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## 2. AUTOMATE EVERY SINGLE THING YOU CAN – BECAUSE THERE IS GOING TO BE MANUAL WORK NO MATTER WHAT

Automate every single thing you can, otherwise the phone will ring off the hook and your inbox will fill up. Go through the checklist below to find out if you have automated everything you can:

- ✓ Automatic confirmation after signing up or buying a ticket.
- ✓ Allow participants to cancel registration (or edit their participant information) themselves. That way you don't have to manually update participant lists and information such as allergies and transport requests.
- ✓ Automatic waiting list. When your event is full, participants can still get in line and hope for a cancellation. When this happens, they receive an instant notification and a new signup link. Once activated, you don't have to lift a finger: the waiting list system is fully automated.
- ✓ Automatically updated messaging lists. Prepare and schedule your event communication so it can be automated in the beginning of the event planning process. When people register, they will automatically be put on the registered participants' messaging list. If you've set a message to be delivered at the end of the month to all registered participants, the recipient group will be filtered when sent.
- ✓ Share real-time information. Events are all about sharing information with several parties (venue, catering, partners, sales team). The Lyyti online report is the best friend of a busy organizer. Once the specified fields and columns for the report are set, Lyyti puts the report online and creates a link that can be sent to anyone who needs it. The report opens in a browser, and always displays the status quo when the page is refreshed. Everywhere and anytime, it is always with up-to-date information.



### 3. SHARE OPERATING MODELS AND FAMILIAR PROCESSES

An event is not the cheapest marketing investment, which is why they need the organization-level processes and operating models. Everyone has their own way of working, but what happens if the event manager falls ill or changes jobs? Make sure you've clearly documented the following:

- ✓ Who to invite?
- ✓ Which software is used to collect event registrations?
- ✓ Which critical questions need to be in the registration form?
- ✓ Who is responsible of each stage of the event planning, marketing and management?
- ✓ How should the event's visual profile look?
- ✓ When and how is event communication and marketing conducted?
- ✓ How does managing a ToFu event differ from a BoFu event?
- ✓ How are the event data and participant information used in marketing? What are they used for?
- ✓ Which information is shared with sales in the CRM system and at what point?
- ✓ Does the event data automatically move to the marketing automation system?
- ✓ Have we complied with the GDPR?

### 4. DOCUMENT AND SAVE THE EVENT PROCESS

When a new team member starts, saved documentation about the event process will make it easier to get things going straight away. It will make it easier to reach goals, work effectively and conduct data-driven marketing. When processes are unified, the events become more comparable.

If participant information is handled manually, the workload and possibility for mistakes increase. Without defined processes, mistakes increase, and tasks can easily go undone, especially if the event has already happened and all eyes are on future projects.

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