



# Your 8 Awesome Takeaways

***Based on The 2016 Event Professionals of Tomorrow study findings***

## Event Marketing

1. The average industry open rate is 20.9%, using personalization in the **subject line** would help you increase open rates tremendously.
2. The average click through rate is 2.51%. You can encourage your audience to take the next step to registering by using **personalization in the email body**. Creating targeted, segmented content while also humanizing it will take you a long way.
3. **Create a memorable event professional email signature** with Bizzabo's free tool:  
[welcome.bizzabo.com/eventprofs-signature-maker](http://welcome.bizzabo.com/eventprofs-signature-maker)
4. **Create your event guide on Pinterest** filled with important information for your attendees (things to do, hotel deals, get to know our speakers, etc) and embed the board in your event website.
5. **Create a SnapChat Geofilter to promote your event** - the filter will be used by attendees who are within range of the event and you'll be getting an extremely low cost (@ \$5 a pop) promotion.

## Achieving Attendees satisfaction to increase event success

6. **Build your agenda with your event personas in mind** - Classify the attendees by different segments using information based on past attendees to help you create content that truly interests your guests- this will result in higher attendee satisfaction.
7. Get involved with **Social listening** – that means you'll be following hashtags of competitor events using tools such as Hootsuite to learn what people are saying about the agenda, the food, and anything else related to the event. It's one of the best ways for you to learn from other people's successes and failures to make your event stand out.
8. **Redefine the way you perceive your event promotion planning** - You look at your event promotion as a "Lifetime" endeavor. Yes! it might sound like a pretty long time, but most actions to promote your event should occur way before the event such as building your event community and generating content associated with the event in social media, your blog and your event website.
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