

---

# EVENT FOLLOW-UP

---

## Tip Sheet

---

### So, your event has come to an end ... now what?

Congrats! You're almost done. However, one of the most important (and easiest to overlook) parts of an event actually comes *after* the event itself: the follow-up.

After your event, you need to reach out to all of those amazing people you met and remind them how great of a time they had. You should also continue to delight them with content and other resources.

To help make sure your event follow-up efforts are successful, we've put together this tip sheet, which covers several follow-up best practices.

1-on-1 Connections .....	page 2
Follow-up Emails .....	page 3
Event Content .....	page 4

# 1-on-1 Connections

Follow up with people you met individually during an event. Whether you are the event host or an attendee, you are at an event to make meaningful connections. During the event, be sure to collect business cards and contact information for the people you meet.

Did you meet so many people during the event you can't remember who is who? Write an interesting bit of information on the back of their business card, such as "VP of sales, loves to fish. Wore a tie with fish on it." If you have time, write up the follow up correspondence as soon after you met them as possible.



Send the actual follow up shortly after the event. Let them know you enjoyed meeting them, and would love to stay in touch. These connections could turn into future partners, customers, or personal connections.

Email is the most traditional form of follow up, but if you have their social media information, feel free to follow them and connect in that way as well.

# Follow-up Emails



Don't forget to email your attendees and registrants after the event! Post-event emails serve many purposes:

- **Thank your attendees for coming.** Give them additional content that is relevant to the sessions during your event, or materials used during the event.
- **Offer your non-attendees content that was used during the event.** Tell them you are sorry you missed them.
- **Offer a discount ticket to attendees for your next event** (if you charge for your event.) If you don't charge, offer a special package, such as VIP access or free swag.
- **Give your registrants and attendees more information** on your company and your content. If you hosted an event for social media managers in the food industry, send them your top 10 blog posts about food that they may find interesting and can repurpose for their own social media profiles.

# Turn Events into Content

Content created for an event can take a lot of time and effort. Get more out of that effort by turning event material into several pieces of content you can use for months, or years, to come!



## **Videos:**

If you have the speaker's permission, record their sessions during your event. Afterwards, turn this into an on-demand webinar, or short recorded videos. Post this content on your site and on social networks to increase the amount of content you have, as well as traffic to your website. Use it as a lead generation tool and increase your potential to sell your product or service!



## **Blog posts:**

If you had a particularly interesting session topic, write a few blog posts about it. Did one topic spark a lot of discussion and follow-up questions? Make a blog post out of that as well! Even better, ask the speaker to write a blog post about their topic and post that on your blog as well.



## **Social Media Posts:**

Events are social by nature. Take the images, pictures, short videos, vine, and quotes that came out of your event, and fuel your social media campaigns for a while. Everyone loves a good quote from an influential person, so take advantage of the fact that you had them at your event!

Now that you have tons of content, feel free to use it the next time you are promoting an event. Show how amazing your event was, and encourage more people to come to the next one. Best of luck!