THE ULTIMATE GUIDE
TO ORGANISING EVENTS

HubSpot

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INTRODUCTION

In an increasingly digital world, it's easy to forget that face-to-face interactions are still an important part of building relationships with current and prospective customers. Events have become an important component of the modern marketer's toolbox. They provide an opportunity to build brand awareness, educate leads and, ultimately, close sales. Events are vital at all stages of the funnel, but how should we approach them as marketers? How do we prove return on investment, generate interest and understand what we can (or can't) compromise on? In this guide we'll discuss how we here at HubSpot think about, organise, and approach our events. We've followed the same play-book to organize small scale 40 person mixer events in our offces, to our Grow with HubSpot series of events, and even our largest event, INBOUND.

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BEFORE EVENT:
How to Plan the Ultimate Event

OK, so you want to run an event for your leads, prospects, or customers? That's all well and good, but where do you start? In this section, we'll provide you with best practices, tips, and tricks to help you with all your pre-event needs.

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01

THE
FIRST STEPS

1.1 Set Your Goals

Before you start planning your event, you need to get your goals down on paper.

Ask yourself questions like:
• What's the goal of your event? To build brand awareness? To close sales?
• How much money can you invest in this event?
• What content will your event cover?
• Will your event be free or paid?
• Who is your ideal audience?
• How many attendees do you want to accommodate?
• What return on investment would you like to achieve? Sales, revenue, new clients?

1.2 Outline Agenda

You don't need every session planned, or every piece of content ready to go. But you do need to know whether your agenda fits with your audience and the goals you've set yourself. If this is a sales event, for instance, then an important part of the agenda might be a demo session or an opportunity where prospects can get their hands on the software to see what they think for themselves. If it's an event to position your agency as a thought leader, then an important part of the agenda will be sessions around defining and explaining the inbound marketing methodology.

Pro Tip: Try developing an event theme -- an idea that ties the whole event together. When you're building out the agenda in detail you can ask yourself, "Does this fit the theme?"

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1.3 Objectives

The obvious thing to ask is, "What's the difference between goals and objectives?"
The answer is simple: Goals are how the success of the event will be measured,
objectives are how you get the results.

Some objectives to consider when building your event could include:
• Promotional campaign
• Organising logistics
• Finding speakers & content

1.4 Define Requirements & Roles

Before you even really get started on the event, you still need to consider one more
step: Who's in charge, and what are they in charge of?

Take for example a promotional campaign. There's a number of components involved,
so we need to ask:
• Who's in charge of building the assets?
• Who's building the guest list to invite?
• Who's building the promotional calendar?
• Who's in charge of logistics and on-site management?

One of the most important things about events is being organised. Clearly define
roles early. After all, events will only work if people work well in unison.

Tools to help with Organization:
Trello | Workflowy | Google Drive | HubSpot Projects

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02

PROMOTION TIMELINE

Make sure to factor in things that may affect the success of the event:

• Ease of transport to the location
• Public holidays (if guests are from different countries/regions)
• "3rd party events" that may cannibalize your event attendance

Once you have an event date in mind:

• Set time aside to create your promotional assets, including:
• Landing page for registration purposes
• Kick back email
• Thank you page
• List (more detail on all of this later)
• Thank you page

A promotional timeline keeps everything in order.

It helps give your pre-event tasks structure and allows you to schedule what promotional aspects are delivered and when.

We advise that promotion begins at least six weeks prior to the event date. This gives you a good amount of time to get everything in order and begin registrations for your event.

Promotional timelines may not be strict, but they give you structure. Time scale may vary depending on when is most suitable for you to send out invites, reminders, and follow ups. Use historical data or any insights you have into your target audience that informs you when the best day and time to contact prospective guests about your event.

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03

EVENT REGISTRATION/ BEST PRACTICES

3.1 Collecting Attendee Data

Include required fields to collect data about your attendees and prospects.

In order to give your attendees a delightful experience at your event and nurture prospects into customers post-event, get as much information as possible ahead of time and collect data on your registration page.

Depending on the goals of your event and what you want attendees to do afterwards, think about how you would nurture them with thank you emails, surveys, offers for trials, free products, etc. Include required fields to ensure you collect information on their company size, job title, role, location, etc. The more data you have, the better your opportunities are to successfully harness the inbound marketing methodology, converting prospects into customers and customers into evangelists.

Collecting data on your registration page also lets you sync prospect info to your company's CRM -- making the post-event sales nurturing and supporting of goals even smoother. And if you use HubSpot for event registration, you can create custom questions to add to the registration page.

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3.2 Refund Policy

If your event includes paid tickets, include a refund policy.

If your event has a "no refund" policy, we recommend displaying the policy on the event page itself, within the Event Details section. It's best to put this information on the registration page so attendees are fully aware of the refund policy before they purchase a ticket. Furthermore, if there's any dispute over a refund, it's much easier for you to direct the attendee to the refund policy that's prominently displayed on the event registration page.

3.3 Event-Specific FAQs

Include event-specific FAQs.

It's better to over-communicate any event information that could cause confusion. Within the event FAQs, you can include event specific information such as what to bring or what not to bring to the event, age restrictions, dress code, or parking information. Additionally, you can add information about what to do if the attendee loses the ticket or cannot print the ticket, if the attendee is allowed to transfer the ticket to someone else, will-call information, and a public single point of contact or phone number for additional questions and concerns.

Providing this information up front makes for a better attendee experience. Event organisers with detailed FAQs have reported that it greatly cuts down on attendee questions and misunderstandings.

3.4 Confirmation & Reminder Emails

Customise confirmation/kick back email and reminder emails.

The event registration process, along with any email communication, can be just as important to the attendee experience as the actual event itself.

It's important to make this confirmation as descriptive and informative as possible, as it'll stay as a reference in their email inbox where they can access it at any time. For this reason, it's great to include as much information about the event as possible.

Another small change that can make a significant difference to the attendee experience is a reminder email. Most event platforms create default emails that remind registrants before an event. This can (and should) be customised to give your attendees a more personalised experience. (More information & examples on these later)

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3.5 Ticket Descriptions

Use descriptive ticket names and utilise ticket descriptions.

If your event has multiple ticket types, we recommend making the title of each ticket as descriptive as possible.

If you're running a multi-day event and setting up a ticket type for each day, it's best to include the dates and times within the ticket title itself. Updating a general admission ticket with the title of "General Admission: Seminar May 20 – 8:00AM-10:00AM," for example, serves as a better reference. The title of the ticket will be displayed on the Order Confirmation and PDF ticket, so the information will always be available to the attendee.

3.6 Contact Information

Include your contact information.

Attendees like to know who they're purchasing their tickets from. Providing more contact information puts attendees at ease when they purchase tickets.

If you'd rather not include your email address or phone number on the event registration page, we recommend adding instructions to attendees about how to use the "Contact the Host" link from the registration page to send the organiser an email. This is also great information to include in the custom order confirmation.

Communication between attendee and organiser is very important and making communication as easy as possible provides for a better event experience.
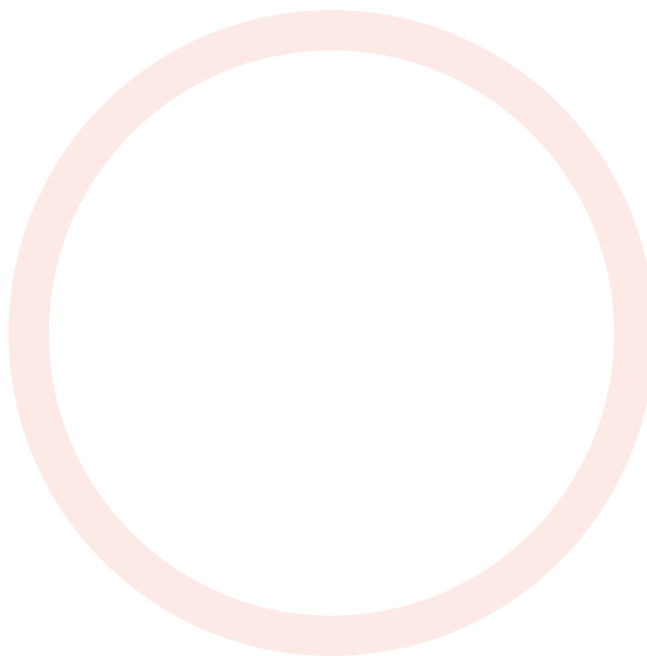
HubSp✺t
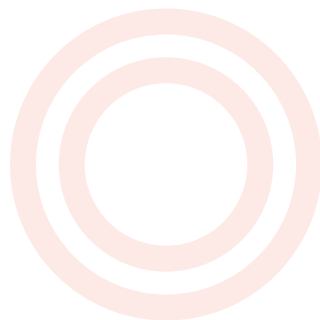
3.7 Registration Deadline

A deadline for registration encourages team members promoting the event to hit their goals on time. Otherwise, goals are left up in the air and event registration may become a distant thought.

• Send out reminders to the promoting team on a regular basis during your promotional
  timeline to ensure full participation.
• Keep in mind factors influencing show up rate.
        ◊ How many can the location hold comfortably?
        ◊ What is your average show up rate for previous events?
          Also look at regional/ cultural differences here.
        ◊ Is there anything in this instance that will encourage a higher/lower show up rate?
• Motivate your team by setting up a registration dashboard or a simple whiteboard in the office
  where everyone can track their registrations. You could also keep track with waterfall charts,
  which track the actual registration against the goal, via an excel document or a google sheet.
  These visuals are easily digestible for everyone, whether they're data-driven or not.
• Offer prizes for the most registrations to gamify the experience even more.

You can cap registrations on a specific date or at a certain number of sign ups, whichever comes first, ensuring the ability to host all guests and avoid disappointment on event day.

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04

ASSET
DEVELOPMENT

4.1 HubSpot Campaign

When creating assets it's important to make sure they all have an associated campaign. Any contacts visiting these pages will automatically be tagged into a campaign, letting you track contacts long term to see how they develop and if they become customers. Knowing this information makes it easier to prove the return on investment of events.

4.2 Registration/Invitation Email

In your registration/invitation email, clearly explain what the event you're hosting is about. Give readers a quick overview of the value they'll get from attending and any important event details. The email should also always include a clear CTA (call to action). The objective of this email is to answer the recipient's question of "What's in it for me?"

Send an invitation as soon as the date is set for your event so your potential registrants can start planning their attendance. And include your photo for a personal touch so attendees can recognise you at the event. Never forget the importance of the human element!

Pro-Tip: Send your emails on behalf of your sales reps. It's easy to do with the smart field [lead owner name]. This makes your email more personable/relatable and saves sales rep's time.

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Example: Invitation Email

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We're coming to London!

Grow with **HubSpot**

LONDON

November 13th 2018 | The Mermaid

Hi there,

I'm delighted to announce that **Grow with HubSpot** will be taking place in London on November 13th, 2018 and registration is now open!

So what is it? Grow with HubSpot is a global event series for marketing and sales professionals looking to expand their inbound strategies and grow their businesses better.

You'll learn:

- How growing businesses must adapt in today's on-demand world
- How HubSpot can help you grow your business
- How to create and implement a successful content strategy
- The true meaning of SMARKETING & much more.

Register now to save your seat before they're gone. Entry on the day is on a first-come, first-serve basis.

If you'd like some more information, you can **book some time to chat with our team here** or simply reply to this email.

Hope to see you there,
Mark

Save Your Seat!
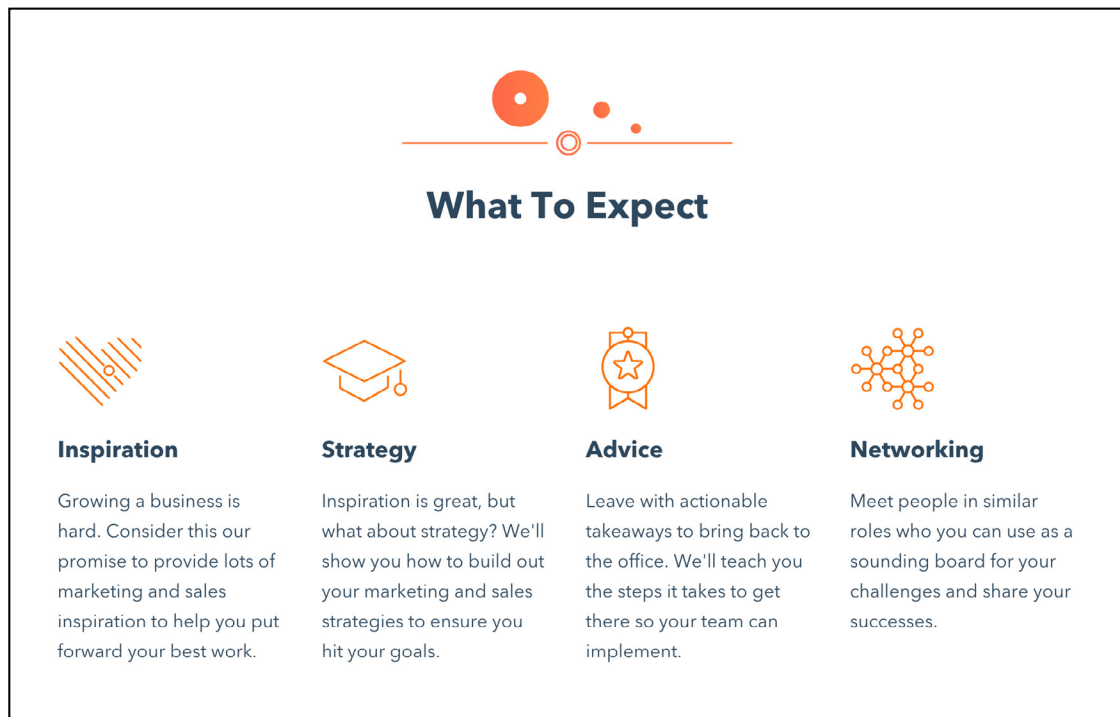
4.3 Landing Page

Your landing page is where you'll not only host your registration for the upcoming event but it's where you should show detailed and valuable information the invitation email wasn't able to convey. We'll cover what landing pages include below.

4.3.1 Landing Page

A brief summary of what the event will consist of and what value it will provide guests.

Example:
This is take from a Registration page of a Grow with HubSpot 2016 event.

What To Expect

Inspiration

Growing a business is hard. Consider this our promise to provide lots of marketing and sales inspiration to help you put forward your best work.

Strategy

Inspiration is great, but what about strategy? We'll show you how to build out your marketing and sales strategies to ensure you hit your goals.

Advice

Leave with actionable takeaways to bring back to the office. We'll teach you the steps it takes to get there so your team can implement.

Networking

Meet people in similar roles who you can use as a sounding board for your challenges and share your successes.

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4.3.2 Agenda

Event agendas give a breakdown of how the event will run (e.g. session times and names, brief explanations, and breaks for networking).

Example: Agenda Layout

Event Agenda

> **10:00 - 11:00 Registration**

> **11:00 - 11:15 Welcome & Opening Remarks**

> **11:15 - 11:45 Keynote: Growing Your Business In An On-Demand World**

> **11:45 - 12:15 HubSpot Product Spotlight**

> **12:15 - 13:00 Coffee Break**

> **13:00 - 13:45 Breakout Sessions (Sign-Up Only)**

> **13:45 - 14:30 Lunch**

> **14:30 - 15:15 Keynote: Tried-n-Tested Link Building Tactics for Boring Pages**

> **15:15 - 16:00 Networking & Office-Hours**

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4.3.3 Speakers

On your registration page, include photos and information about who will be delivering the content at the event. This way guests can familiarise themselves with the featured speakers, and have an opportunity to prepare any questions they may have for these industry experts. Including a link to a speaker's Twitter and LinkedIn can give attendees the opportunity to learn even more about who they'll be meeting and learning from on the day.

Example:

Speakers

Alongside our speakers, many of the HubSpot team will be on hand to chat to you about sales, marketing and customer service.

Ed Barrett
SALES DIRECTOR EMEA

HubSpot

Mark Whelan
SENIOR AWARENESS & BRAND MARKETING MANAGER

HubSpot

Diarmuid Walsh
SENIOR SALES MANAGER

HubSpot

Brian Gallagher
PRINCIPAL SALES ENGINEER

HubSpot

Rebecca Roche
EVENTS MANAGER, EMEA

HubSpot

Irina Nica
SENIOR CONTENT STRATEGIST

HubSpot

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4.3.4 Form

Include a form for registration to capture your registrants details. Including a field for capturing email address is a no-brainer. The information allows you to communicate with all registrants in relation to both email reminders, follow-up communications with event content, and any other offers that might be valuable to them.

Example:

FIRST NAME*   LAST NAME*   EMAIL*

PHONE NUMBER*   AGENCY NAME*   AGENCY WEBSITE*

HOW MANY EMPLOYEES WORK THERE?*

-Please Select-

DOES YOUR COMPANY SELL ANY OF THE FOLLOWING SERVICES:

- WEB DESIGN

- ONLINE MARKETING

- SEO/SEM

- ADVERTISING AGENCY SERVICES*

-Please Select-

WHAT IS YOUR AGENCY'S PRIMARY SERVICE OFFERING?*

-Please Select-

☐   SUBSCRIBE TO HUBSPOT'S AGENCY NEWSLETTER

We're committed to your privacy. HubSpot uses the information you provide to us to contact you about our relevant content, products, and services. You may unsubscribe from these communications at any time. For more information, check out our Privacy Policy.

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4.3.5 Location

Location, location, location! Make sure your event registrants are well informed about where and when the event takes place. Embedding a map from Google Maps is a foolproof way of ensuring your potential attendees have access to accurate location info.

Example:
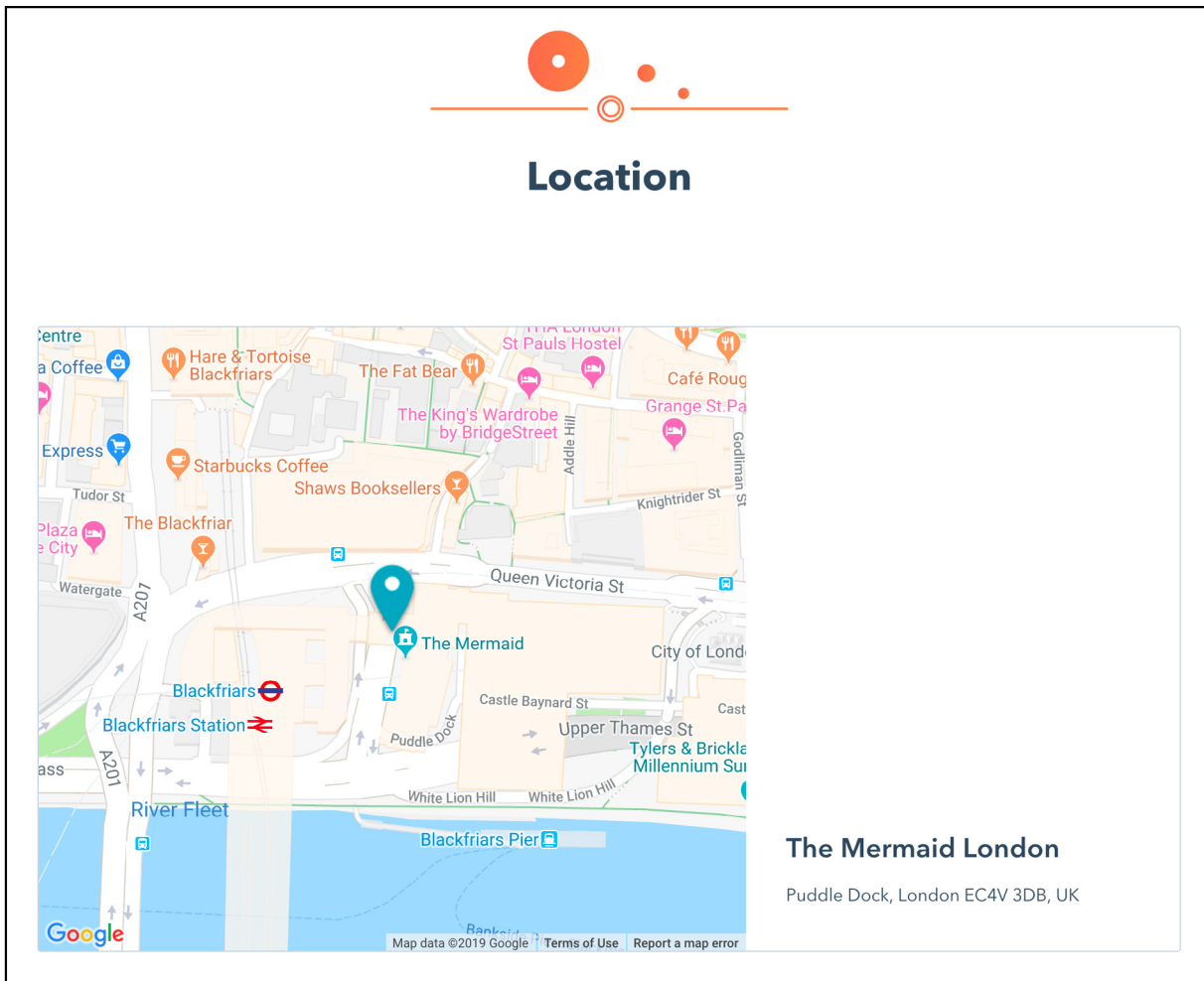
How to: When you are in Google maps, type in the location and then click on the share button. You'll be given the option to get a share URL, shorten the URL, or an embed code. Copy the code, and insert it in the location embed image/video module on your landing page. Also, include some details on landmarks and public transport around the area so that it's easy for guests to find your event.

Tools to help with design:
[Canva](#) | [75 Free Stock Photos](#) | [160 Free Business themed Stock Photos](#) | [17 of the best Stock photo sites](#)
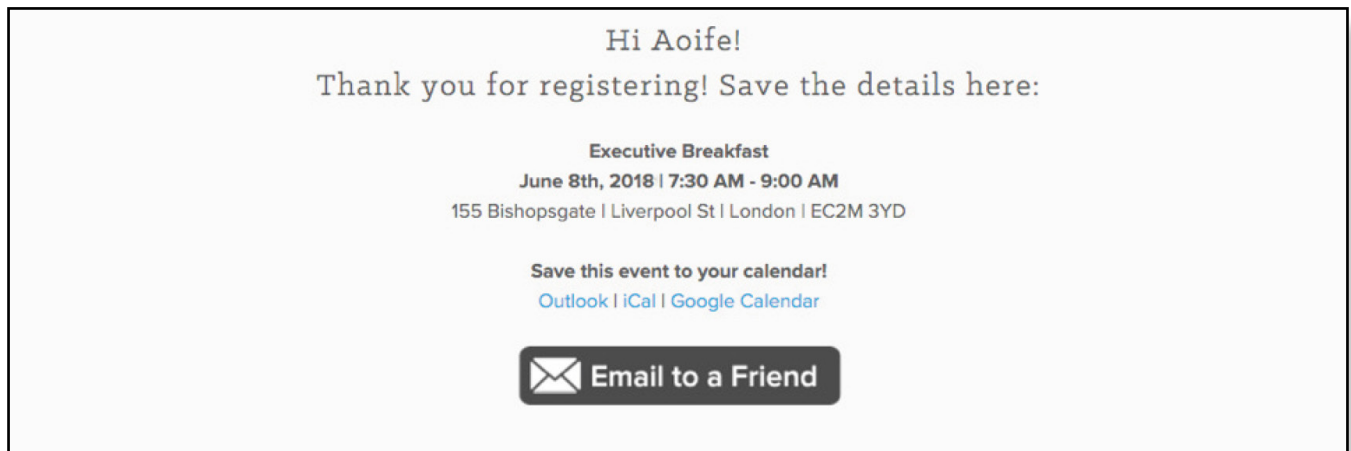
All of the above tools and resources can be used for your landing page, header images, email image CTAs, invite email banners, images for social media ads, etc.

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4.4 Thank You Page

Thank You pages are where your event registrants will hopefully find themselves once they've submitted their details on the landing page form. It's another useful asset confirming their attendance, and it provides them with useful information including:

• Time, date & location.
  ◊ You can also include an option to save the event details to their calendar. Add Event is a great tool, allowing those who click on the link to save the event to whichever calendar application they are using (e.g. Google Calendar, iCal, Outlook etc.)
• You could also include another offer on this page (e.g. assessment, ebook, webinar) positioned as providing value in advance of the event. Registrants will be in a position to get the most out of attending.
• In lieu of a Thank You page, you can display an inline message.

Example:

Hi Aoife!
Thank you for registering! Save the details here:

Executive Breakfast
June 8th, 2018 | 7:30 AM - 9:00 AM
155 Bishopsgate | Liverpool St | London | EC2M 3YD

Save this event to your calendar!
Outlook | iCal | Google Calendar

✉ **Email to a Friend**

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4.5 Kickback Email/Confirmation

Upon form submission, a kickback email/confirmation is sent out to the registrant to confirm their attendance. It's a confirmation of their registration and once again provides important information about the event -- similar to what's displayed on the Thank You page.

It's always a nice touch to thank people for registering for your event in the first sentence of the confirmation email. Then, remind them of what they signed up for. Include event details, a hashtag for the event, and an additional piece of content related to the event -- once again providing registrants with an additional resource to help them get the most value out of attending the event.

Kickoff social engagement in your kickback email, too! Encourage the recipient to tweet their confirmed attendance to their followers. Something along the lines of "I just signed up for ABC's event on Feb 29th, see you there? LINK TO EVENT #EVENTHASHTAG" can act as an additional channel for promotions.

Key information to include in the kickback email includes:
• Your delight at their confirmed attendance
• Time, date & location of the event
• An option to save event details to their calendar (Add Event)
• A link back to your event landing page, so the information is easy to revert back to for details closer to the event date (e.g. the agenda)
• Mailto links, or links attached to a CTA within the email. These links allow the receiver to email the details to a friend by clicking on the CTA

Mailto Example:

mailto:?subject=Marketing Event in London with **insert company** name&body= **insert company name** is hosting a new event series called insert event name where they're sharing insights into their customers growth successes using up to date Marketing techniques alongside tactical sessions with industry experts. If you're interested in the upcoming event on **insert date of event**, you can register here: **insert your mailto tracking URL here**

Pro tip: Copy, paste, and edit the above link to suit your event. Some instruction is given in bold and underlined above.

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Example

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Hi there,

Thank you for registering for Grow with HubSpot in London this November. We're looking forward to meeting you at the event! Check out the event information here.

Grow with HubSpot: London

Tuesday, November 13th, 2018 | 10:00 AM - 4:00 PM (GMT)
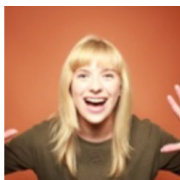
The Mermaid London

Puddle Dock

London EC4V 3DB

>Add Event To Your Calendar<

This is a 100% free event and entry is on a first-come, first-serve basis.

Got any questions? Book a meeting with one of our team here.

See you there,

Rebecca

Rebecca Roche

Event Manager

HubSpot EMEA

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4.6 Lists

How do you get that list of people to target?

Create a list to keep track of your registrations and make sure to use it when sending out your reminder and follow up emails.

When you create lists of people to target your events at, look at the type of event you're running and the goals of the event to best understand who you should be trying to get into the room.

- Is your event going to be TOFU (Top of the funnel), MOFU (Middle of the funnel) or BOFU (Bottom of the funnel) focused? This will help decide what lifecycle stage your contacts should be before sending out invitations. TOFU & MOFU events should consist of highly qualified leads and some possible opportunities. BOFU focused events should have a heavier concentration of opportunities actively thinking about becoming a customer, and who have already had meaningful conversations with your sales team.
- Look at your location. What region/countries are your prospective guests from?
- Use Infer (HubSpot integration) -- providing predictive lead scoring that takes all the rich data you've collected and distills it down into a single score. Infer will help prioritise and determine who will be suitable to attend your event.

Utilising the above data should help you decide who to target based on the aim of your event and guide the creation of lists you'll use for promotion.

Here at HubSpot, we advocate engaging in a 2-pronged promotion approach where both sales and marketing actively invite good fit attendees to an event. By building a highly targeted and valuable list you can pass along to your sales team, you allow them to invite the best prospective guests with a more personal touch, and you leverage a pre-existing relationship between sales rep and prospect.

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4.7 The Hand-over

When you've created all your promotional assets, it's in your best interest (and best practice) to include a tracking URL (more detail below: 6.2 Tracking links). When you hand these over to multiple parties, teams, channels, or social/other agencies you may be co-hosting with and driving registration, you can keep track of who is promoting and if goals are being hit for registration.

Sales teams:

Sales teams should be utilised when it comes to driving registrations. It's good practice to provide them with tools that make it as easy and straightforward as possible -- including a list of highly qualified leads and opportunities that can be called directly (as mentioned above in 4.6 Lists), and personalised emails and templates.

Pro tip: HubSpot sales templates allow you to create template emails with all the relevant information. Each member of the sales team can personalise their template with their own tracking URL and send it out to prospective guests.

Using external resources:

You may be co-hosting an event with another company or a customer in the industry or hosting for a third party below (6.4). If so, great! Identify allies for your event. HubSpot supports these efforts by supplying the ability to create tracking URLs (6.2) which allow you to keep record of people's activities against goal registration number.

4.8 Reminder emails

Send a reminder email at least one week before your event and the day before your event. Include important information necessary for attendees, including time and location, agenda, directions, and other necessary information.

Pro tip: By looking at open rates on the day before the event, and using a subject line such as "Last Minute Info for Tomorrow's Event," you'll be able to roughly gauge what the show up rate will be.

SMS Reminders

HubSpot's integration with Zapier lets you send sms notification to contacts. If you have your registrants mobile number, this can be a good idea the day of the event. It's one last point of communication before the madness begins. So make sure it has all the relevant information the reminder email had.

Example

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7 Days Until Grow with HubSpot!

Grow with HubSpot
LONDON
Tuesday 13th November | 10:00 - 16:00

Hi there,

I can't believe Grow with HubSpot is NEXT Tuesday, November 13th. That's just ONE week away.

We've got an action-packed agenda, with EMEA's Managing Director, Christian Kinnear, kicking off the day with a keynote on how to *grow better* in an on-demand world.

You'll also have the chance to meet some of our content marketing, SMARKETING & SEO experts. On top of that, our agency team will also be onsite to show you how to grow your agency in 2019.

Sign-Up For Breakout Sessions

Registration is now open for our breakout sessions.

Sign-Up

When and where is it?

The Mermaid London,
Puddle Dock,
London
EC4V 3DB
UK
Get Directions

Tuesday, November 13th, 2018 | 10:00 - 16:00 (GMT)

Add To Calendar

Can I bring A Friend?

Places are limited so please ensure they register to get in on the action.

Register Here

Say Hello?

If you haven't done so already, book some time with the HubSpot team at the event or schedule a free marketing assessment.
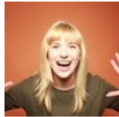
Lastly, entrance is on a first come, first served basis so please make sure that you arrive on time to guarantee a seat and pick up some fun HubSpot swag!

Looking forward to seeing you there,
Rebecca

Event Details

Rebecca Roche
Events Manager
HubSpot EMEA

HubSpot International Limited
One Dockland Central
Dublin 1
Ireland
You received this email because you are subscribed
to Transactional from HubSpot.
Manage Your email preferences or Unsubscribe from all future emails.

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05

SOCIAL MEDIA PROMOTION

In the lead up to events scheduling, regular updates across different social media platforms (using tools like HubSpot's social media tools) can build awareness and excitement for the event. One of the important decisions to make early on in your event promotion is which social media platform to target. If your audience only uses LinkedIn, does it really make sense to promote your event daily on Facebook?

To help you decide which platform to target, try reading HubSpot's the best social networks for your brand.

Again, tracking URLs are a great way to learn about what social network is working best for you, so that you're able to revise and improve your social promotion efforts for your events next time around.

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06

SMARKETING

Tips to Optimize Event Promotions

It takes some extra focus and attention to manage your marketing promotions. Leveraging these tips will have you well on your way to becoming a "Smarketer" and selling out your events.

Events give you the perfect opportunity to develop face-to-face relationships with prospects and customers. It's important to promote effectively and incorporate ways to delight and engage your attendees, whether it be thoughtful emails, questionnaires and surveys, or a personal touch online.

If you've ever hosted an event before, you know that there are naturally two spikes in the ticketing lifecycle. Say an event goes on sale 6 weeks ahead of time. It's common to see a spike when tickets first go on sale, and then again the week that the event takes place -- thanks our inherent human tendency to procrastinate! Being aware of the natural lull between the time tickets go on sale and the week of the event, there are a few steps you can take to conquer the natural dip in the ticketing lifecycle.

6.1 Tracking Links

If you're not tracking your marketing efforts, you'll be blind to the effectiveness of your promotions and unable to determine which ones are driving success. As mentioned previously, you should be using unique tracking links for every marketing channel that's being leveraged to promote your event — email, social media, display, blog posts — the list goes on.

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Tracking links build the foundation of understanding which marketing channels are working and which one's are not, giving you the data needed to know where you should be investing your resources and where you should not.

Using HubSpot, you can create unique tracking links for every marketing channel. This will enable you to track how much traffic was driven, how many tickets were sold and how much revenue has been generated through every marketing channel. If the revenue for a channel is lower than your cost, then you may want re-consider your investment.

6.2 Monitoring & Optimising

Now that you have tracking links set up for all of your promotional channels, it's important to monitor how these channels are performing so you know where you need to focus.

For example, with email promotion, you should pay close attention to your open rate, click-through-rate, your event page visits from that email, and the number of ticket sales sold from that email. You may find that even though your email open rate was high, your click-through-rate was below average. That's when you know it's time to test your call-to-action, email copy, images, etc.

6.3 Identifying Allies

While you might feel like a one-person army, it can make a world of difference to divvy up promoting the event between a larger group. If you're planning a larger event (like a gala or conference), consider creating a host committee. Ask each committee member to commit to selling a certain number of tickets, or turn it into a race and see who can sell X number of tickets the fastest.

If you're planning a smaller event (e.g. a class, a networking event, or a smaller social event), consider reaching out to community partners. Community partners are people or organisations who have a similar, but not identical, reach. A popular arrangement with community partners is offering a discount for members of a group in exchange for plugging your event in an email or social media post. Be sure to set up tracking links if you're utilising a host committee or community partners.

6.4 Promotional Calendar

Begin to think about all of the promotional channels you'll use to promote your event. Create a calendar that lists all of these activities in one place. Include the marketing channel, owner, additional stakeholders, and date.

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Use a Google calendar or spreadsheet, share it publicly with your team, and hold everyone accountable. Then, go back and look for holes in your promotional calendar. Are you utilizing email, social media, and partners to their full capacity?

Social Media and Email Promotions
In many cases, organisers send out an email right when tickets go on sale, and again the week before the event takes place. The same goes for social media promotion -- there's a spike in tweets and posts right when tickets first go on sale and again when sales are coming to a close.

Now that you know weeks 2-5 are often pretty quiet, time your email and social media efforts to take place during that time. Planning a contest or promotion? Thinking about offering a flash sale or discount? Time your heaviest pushes during the time you know ticket sales are the slowest.

Pro tip: Use social media templates to create custom promotional graphics or free tools like www.canva.com

6.5 A Holistic View of ROI

Make sure to consider all the resources that are going into the execution of your various marketing campaigns, and beware of unseen costs.

Display ads, for example, generally require more than just paying for the placement. The design work and effort put in from your marketing team to develop the copy and messaging is also a cost you should consider when measuring the performance of your promotional channels.

By looking at all costs associated with event promotion, you can get a real idea as to the cost of each ticket sold.

6.6 Incentivising Early Purchasers

Consider offering tiered ticketing prices to convince attendees to commit earlier. By offering ticketing at different price levels based on the time of purchase, people who might be on the fence about attending can be motivated to purchase if they know they'll be saving money.

For example, by pricing Early Bird tickets at $/€50, General Admission at $/€60, and tickets purchased the day of the event at $/€75, people are more likely to purchase a ticket when the cost is lower. By selling more tickets in advance, you won't be in such a panic the week of the event or worry that you won't sell enough tickets!

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6.7 Collecting Attendee Data

The registration process is a great time to collect information from your attendees that will help you optimise your existing and future sales and marketing efforts. It'll also allow you to be more informed about what your attendees are looking to gain from your event to build stronger relationships with them. Understanding attendee demographics, the social networks they use, their occupations, their interests, and even their food preferences is extremely insightful and can help you have a better event.

If you use HubSpot for event registration, you can create custom questions for the registration page. You'll even have access to a nifty geographical chart telling you where your attendees are coming from!

Pro tip: There's a HubSpot/Eventbrite integration you could also use to drive registration from.

6.8 Plan & Goal Alignment

If you have a registration goal you're trying to hit, make sure you're set up for success. Outline all of the campaigns you have planned, and based o of your conversion funnel for each channel, set a goal for how many registrations each channel or campaign will drive.

If the sum of the goals for each channel isn't equal to your total registration goal, then you need to add some campaigns. This could be as simple as adding in an extra email to your database, or starting a new social media advertising campaign. Make sure you align your campaigns with your goals from the beginning. If you haven't, there's no time like the present!

6.9 Monitoring Your Campaigns

Even if you use unique tracking links for all of your Marketing channels, are collecting insightful attendee data, and building a comprehensive marketing plan, you won't know what's working if you're not paying attention.

Eventbrite studied the correlation between organiser behavior and ticket sales, and they found that those who log into their event reports daily are 75 percent more likely to reach their goal. So, it's simple: Monitor your campaigns and registration sales often so that you can adjust and optimise on the fly!

Did you know? HubSpot has an integration with Eventbrite

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6.10 Being Flexible

Your promotional plan shouldn't be a concrete, non-adjustable document. As you regularly monitor your campaigns, you're inevitably going to want to adjust your marketing strategy by doubling down on channels that are performing well and canceling channels that are not.

• Make sure you can act fast and make the necessary changes before it's too late

• Update your promotional calendar so that it's reflective of your updated plans

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07

HOW TO CHOOSE SPEAKERS FOR YOUR EVENT

When choosing speakers, you really need to look at who the event is aimed at. If the content is going to be TOFU-focused, it's not the best idea to put your top salesperson on stage. They'll likely have a tendency to sell the product, and your audience might find it comes across as forceful. Of course, there's the opposite where you might host a BOFU-focused event with an audience almost ready to make a purchase, in which case a salesperson is the perfect choice in speaker.

7.1 Internal

Investing in speaker training is a great idea when it comes to delivering great content that keeps your audience engaged and interacting. Ensuring that your team knows and is able to deliver content at a high standard provides you with an unlimited amount of expert speakers at the ready, even in case of an emergency or late notice.

7.2 External

Acquiring top industry speakers means building your network. Building relationships with people you want to attend and speak at your events is the only way to secure their presence.

Perfect your pitch. It'll either make or break a speaker's decision to join. Make sure to include:
• A clear definition of the opportunity
• Why this event will be valuable for them to speak at
• The number and demographics of attendees
• Why the speaker is the perfect fit for your event

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You can use social networks like LinkedIn and Twitter to reach out and start chatting with your potential speakers.

💡 *Pro tip: You can source speakers from local speaking groups like [Toastmaster](#) or [Meetup](#). Attending these meetups can build connections with people in the industry and identify prospective external speakers for your event.*

7.3 Customer Panel

A customer panel can be a good idea for both MOFU and BOFU attendees. It provides attendees with more of an insight into how the product/service will work for them if they decide to buy.

When choosing speakers for your customer panel, there are a few things you keep in mind and use to your advantage:
• Choose a good fit customer -- someone who had a great experience with your team or your product/service.
• Find a story that's interesting (e.g. good results, challenges faced etc.)
• Leverage your account management team. They'll help you identify your ideal customers.

Customer Panel Briefing
Once you've selected and reached out to your customers (making sure you have backups in case the briefing doesn't go to plan) and they've accepted, it's time to brief them on what will be covered in the session. You can find some sample questions that we've used to brief our customer panels below:

Example:
1. Introduce yourself, your company, and the industry you work in.
2. When and why did you decided to implement [product/service]?
3. What activity were you undertaking prior to implementing [product/service].
4. What are some challenges you faced before implementing [product/service].
5. Were there any obstacles you encountered in implementing [product/service] (e.g. internal stakeholder buy-in, resources, time to realise results)?
6. What was the deciding factor that made you choose [Brand]?
7. What are some results you've achieved to date?
8. If you were to start your journey with us again, what would you do differently?
9. What are some key lessons you've learned and can share with the audience?
10. What improvements/new features would you suggest to our team?

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08

DECIDING THE PERFECT CONTENT TO PROVIDE

Woohoo! You've chosen speakers for the event, and they'll provide their own content, right? Not so fast. They might have some of their own content created, but you at least need to have an idea around theme or topic to guide them. This is highly advisable to avoid giving the impression that sessions have just been thrown together and lack cohesion. Be sure to include your speakers in a group chat (email thread, Google Sheet, Google Doc, Slack channel, Whatsapp message, or Facebook group) to discuss what they'll be covering. That way there's no confusion or repetitiveness. You can also provide speakers with pre-made decks they can tweak.

8.1 TOFU

At the TOFU stage of the funnel, educational material is best. You don't want to force anything on your guests, just inform and educate them. Things like:
• Introduction to Inbound Marketing
• Inbound Marketing Methodology

8.2 MOFU

More MOFU-focused options solve a problem. Content might include things like:
• Buyer Personas
• Buyers Journey
• Personalising Conversions
• Basics of SEO

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8.3 BOFU

BOFU content should be product heavy, showing demos of the product/service and giving lots of information on what it is the product does better than other vendors.

There are many different forms your event can take, and there are also many different ways content can be delivered, including:
• Fireside chats
• Roundtable discussions
• Lunch and learns
• PechaKucha 20x20 presentations - 20 slides shown for 20 seconds each. The speaker talks along with each of these slides (keeps sessions clear, concise, and to the point)

Take a look at what other companies and events are doing well. Don't be afraid to put people on the stage.

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09
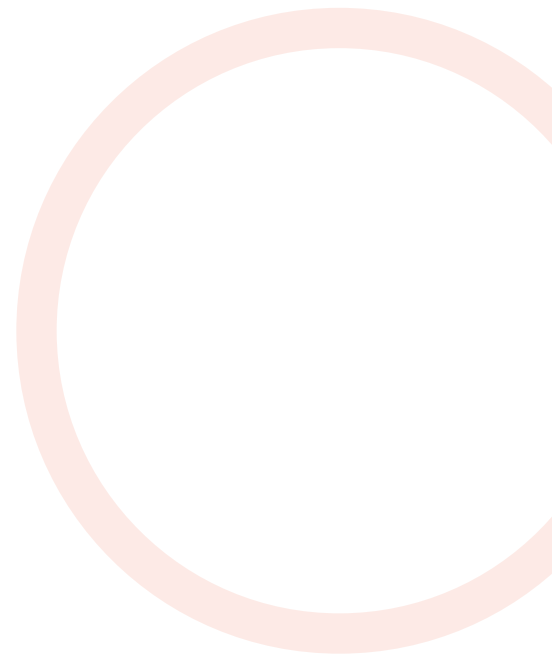
EVERYTHING SWAG

People love free stuff. That's a given. Swag has become a staple of events over the past few years, and attendees now expect to leave the event laden down with branded goods.

- Try to provide something tangible for your guests to take away. Branded swag is a great way to make sure your brand is memorable even after the event has taken place
- Worksheets from the any workshops you may have run can also prove to be great takeaways for attendees. They can the worksheets pass along to colleagues and/or peers
- Need ideas for what SWAG will work? Check out this blog post.

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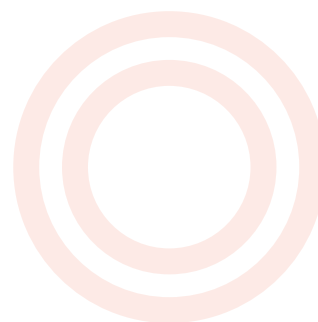
FOOD & BEVERAGES

If guests are going to be at your event for a long time (e.g. over 2-3 hours), it's essential that you factor in some snacks and beverages into your budget. Something small will be adequate to tide your guests over during the time they are in your company.

In our experience, people always comment on food and beverages. It seriously impacts their experience at the event (and their memory of it).

11

SYSTEM CHECK

The day before and the day of the event, before everything kicks off, you should make sure your AV (Audio Visual) specialist, whether in house or hired externally, checks that all systems are in working order to ensure a smooth run on event day.

Things to check:
• Laptops
• Projectors
• Mics
• Sound
• Lighting
• Run through each slide in the deck
  ◊ Make sure it all projects as desired and transitions are correct
  ◊ Speaker transitions -- how and when the next speaker get introduced
• Any software required to to run the sessions is pre-installed
• Interruptive apps should be shut down (e.g. reminders, instant messaging apps, notifications, update/install messages, antivirus scans)

It's the little things!

Always have a plan B in case of emergency.

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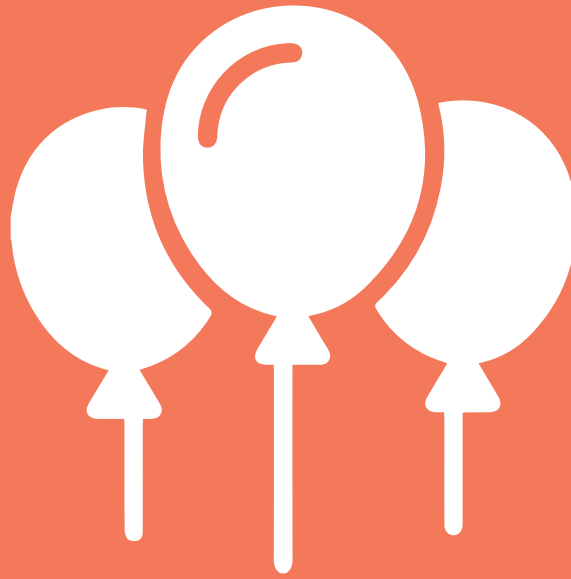
DURING EVENT:
Hosting an Amazing Event

12

THE CHECK-IN PROCESS

The check-in process can be a little bit stressful. You'll start asking yourself questions like: What if they don't show up? What if they haven't registered? What if more people show up? Breathe. It'll all be fine!

Make check-in as simple as possible. If you don't have the resources available to print on-site, pre-printing is a good option -- when done properly. When you're organised, with names in groups and alphabetical order, hiccups are minimal.

Tools to help:
Excel | Google Sheets | Good ol' pen & paper | Attend

13

SOCIAL MEDIA

Tip Sheet

Posting regular updates throughout the day is of utmost importance. On the day of the event, you need to have a dedicated social media manager. This person's sole role should be managing social media. Consistent updates can gain online traction and build event awareness. Looking at quantitative metrics, such as engagements, views, and likes during the event time, can help to prove return on investment.

13.1 Create a Branded Event

Define your hashtag before an event starts. Make sure to use the same hashtag across all your social media platforms. Remember, while Twitter might be the most popular platform for leveraging hashtags, other platforms -- including Instagram, Facebook, Tumblr, and Flickr -- all support them, and can be very effective depending on your audience.

Determine your hashtag using R.U.S.S.:

Relevant › Is my hashtag relevant to my event?

Unique › Is my hashtag unique?

Short & Sweet › Is my hashtag short and easy to remember?

(For example, HubSpot is using #INBOUND16 for its 2016 INBOUND event)

Remember to include your hashtag on slides and any handouts given out during the event.

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13.2 Engage Your Audience

Prior to your event, inform your attendees of the hashtag in emails leading up to the event. Start the conversation on the hashtag to open up initial networking and familiarise your audience with the hashtag. Once the event starts, publicise and display your hashtag to your audience -- on collateral, signage, and even up on stage!

Especially at large events with overlapping sessions, attendees may not be able to attend everything. Social media can help connect them to the sessions (and participants) they miss. Tricks like broadcasting event social media feeds on lobby monitors can focus the buzz.

Pro tip: Tools like Everwall and Tweetchat are free and easy ways to display (and monitor) online conversation.

13.3 Determine the Role of Your Speakers

Displaying your social media conversation during a live event is powerful, but it also requires you to answer some questions up front -- distractions and chaos can overwhelm even the most seasoned speakers. Will the speakers be able to monitor the feed? When is the speaker expected to be able to see and respond to questions, and how will they be integrated into the presentation?

Different formats also bring their own considerations:
- **Webinar best practices:** Designate a non-presenter to track questions, and remind attendees to use hashtags to keep the conversation in one easily monitored place.
- **Panel best practices:** A moderator should remind attendees about Twitter hashtags and monitor the backchannel. But remember, this can take practice to do successfully.
- **Keynote best practices:** Realise that presenters with prepared speeches can't really react to the social media conversation. Conference organisers must be prepared, and you should also prep the speaker. Then, your speaker can participate in the conversation up until the moment he or she takes the stage.

13.4 Drive Engagement with Q&A

If you show the conversation feed during Q&A, the speaker can select questions. A moderator can also ask pre-selected questions to get things started. They can monitor questions from the backchannel during the speech and ask questions on behalf of the audience. It's a great way to guide the discussion, represent common questions, and prevent floor-hogging.

Pro tips:
- *Make Q&A sessions interactive with sli.do so people can use the hashtag to submit questions to the panel live.*
- *Need all hands on deck for your event? Use the 'schedule in bulk' tool in your Conversations Inbox to schedule as many tweets as you need in one easy go. All you need to do is upload your tweets as a .csv file.*

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ON SITE DEMO-STATIONS

Having on-site optional demos available for guests is a great idea. Demos are generally directed at BOFU activity. It's good to have them available at most events as guests might be interested in how the product/service works.

Have volunteers from your team available to provide demos to guests if requested. This also gives more options for guests to have their questions and objections answered face-to-face.

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15 NETWORKING

Networking at events is one of the main reasons people attend. They want to widen their knowledge on a topic and get to know people with similar interest, needs, and skillsets.

Pro tip: Include a written Feedback form on the seats of your guests to ensure as much feedback survey responses as possible.

Online Survey Tools:
Google Forms | Survey Monkey

Hubsp*t
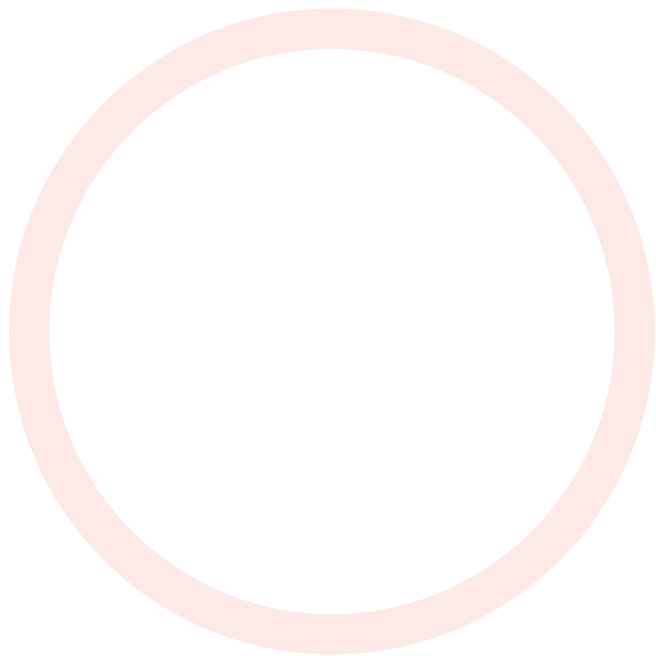
AFTER THE EVENT:
How to Maximise the Return From Your Event

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16

FOLLOW UP

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 those 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. Here's some suggestions and best practices to help you drive the most value from your event.

16.1 1-on-1 Connections

Following-up after an event should be easy if you collect data upfront on your registration page, ideally syncing into your CRM system. For everyone you couldn't get to personally, you'll have as much information on them as possible from the moment they registered for the event. You can personalise your follow-up emails based on the fields they filled out.

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

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Did you meet so many people during the event you can't remember who's 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 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, make an effort to connect in that way as well.

16.2 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're 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 content. If you hosted an event for social media managers in the food industry, for instance, send them your top 10 blog posts about food that they may find interesting and could repurpose for their own social media profiles.

A follow-up email is critical after an event. We suggest segmenting your audience to personalise your email. Send one email to those who attended and one to those who signed up but didn't attend. Send both groups important follow-up information, such as content that's available post-event and any links to where they can sign up for your next event!

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Example Copy: Attended Event

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We hope you enjoyed the event!

Grow with **HubSpot**
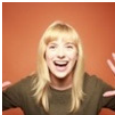# LONDON
Tuesday 13th November | 10:00 - 16:00

Hi there,

Thanks for taking the time to join us at Grow with HubSpot London, I hope you enjoyed the day.

Event Resources:
Here is where you can **download the slides and resources from the event.**

Hope to see you soon,
Rebecca

Event Resources

Rebecca Roche
Events Manager
HubSpot EMEA

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Example Copy: Missed Event

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Grow with HubSpot London

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LONDON
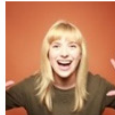Tuesday 13th November | 10:00 - 16:00

Hi there,

Sorry that you couldn't make it to Grow with HubSpot London! We hope you can make the next one.

Event Resources:
Even though you couldn't make it, here is where you can **download the slides and resources from the event.**

Thanks again for signing up and see you at the next event,
Rebecca

Event Resources

Rebecca Roche
Events Manager
HubSpot EMEA

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16.3 Lead Nurturing

One of the most important (and easily overlooked) parts of events is lead nurturing. Remember not every lead, registrant, or opportunity are of the same quality. Most of the time, it will be up to you and your sales reps to decide how to treat leads. Below are some guidelines for event follow-up.

The follow-up email you send should depend on what stage and engagement you had from the contact. The simplest categories you can split attendees into are those who are interested and those who are not. Something important to note is those who are customers can still attend, acting as promoters for your brand and spreading awareness of your services.

The best way to handle the follow-up to an event is not always obvious. There can certainly be individual cases of high potential opportunities which should be treated with individually. Two basic category paths for you to follow are:

1. Attended and is not a customer
a. Send follow-up with recording
b. Notify sales reps associated with contact (same day)
c. Follow-up with content offer related to event (3 days later)
d. Follow-up with offer gated by a Marketing Qualified Lead Form (3 days later)

2. Attended and is not a customer
a. Send follow-up with recording
b. Notify sales reps associated with contact (same day)
c. Follow-up with content offer related to event (3 days later)
d. Follow-up with offer gated by a Marketing Qualified Lead Form (3 days later)

Pro tip: Remember, don't flood your registrants' inboxes with emails. Send one or two emails over the course of a few weeks with relevant content on the event's topic.

16.4 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 and website traffic you have. Use it as a lead generation tool for your next event and increase your potential to sell your product or service!

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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, too. Even better, ask the speaker to write a blog post about their topic and post it 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 use them to 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!

16.5 Post Event Survey

One of the most important post-event activities that many tend to forget, or simply do, is the survey. Getting feedback within a week of your event is crucial to the success of your next event. Let attendees know you care about their experience and making it better the next time. Even if they loved it, there's always room to improve.

You can use data collected at registration to make specific surveys based on the experiences of a certain type of attendee (e.g. the experience of c-suites vs individual contributors). If the overall event for everyone is more important than specific attendees' experiences, send a generic "How did we do?" survey. Don't forget to include a section for comments!

In your follow-up emails to attendees, it's a good idea to include the option to give feedback on the event. This shouldn't be a long survey, but it should include:
• A Net Promotor Score of 1-10 on how likely the attendee is to recommend to peers
• A few questions to understand:
    ◊ What guests liked and disliked about the event
    ◊ Things they would like to see at future events
    ◊ Suggested improvements

What is Net Promoter Score (NPS)?

The NPS is a simple survey designed to evaluate your customer loyalty on a scale from 0-10. This survey was first introduced in 2003 in the article "One Number you Need to Grow" by Fred Riechland of Harvard Business Review. The concept of the survey categorises your customers into three different categories:

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- Promoters -- The brand champions who will continue to buy your product or software and influence others to become customers as well. (9-10)
- Neutrals (or Passives) -- The satisfied, but less than enthusiastic, customers who are open to offerings presented by your competitors. (7-8)
- Detractors -- The unhappy customers who have the ability to influence others to not affiliate with your brand. (0-6)

Example:

A sample of a Google Form we created for the attendees to fill out after an event.

All this information will come in handy when planning future events. You'll learn where you need to improve for this type of audience.

Amplify how the event went on social media with any survey results or blog posts about the event's success. Include pictures, videos, and quotes from attendees from the survey and event itself. Make a recap video if you have the resources and spread the word so your next event will draw newcomers.

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ANALYSIS OF THE EVENT

For the purpose of analysis, you should export your lists regularly in order to see the change in life-cycle stage of registrants, guests, and no shows. This allows you to measure the success rate of the event and get to know whether or not the event has influenced the audience, or if anyone exposed to the event promotion has been influenced.

Once registration closes, for example, export the list as "REG List." Then after the event, save your check-in list as "Attendees." These lists can be compared for analysis, along with lists in your system in which lifecycle stages may have changed post event.

Tools to help:
Google Sheets/Excel

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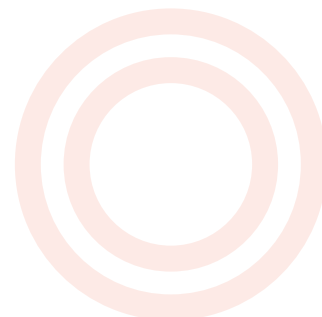
CONCLUSION

Using these tips, best practices, and tools will help you pull off an amazing event and increase attendance and engagement before, during, and after your event.

Good luck!

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