



TIPS FOR SUCCESSFUL MEETING AND EVENT PROMOTION

by Jocelyn Murray

-It's never too early to begin advertising your meeting or event. Develop your promotion plan at the first stage of planning and start spreading the word immediately.

-Determine what key messages you want to communicate to your audience about your meeting or event (i.e.: date, meeting location, goals or purpose, special highlights) and include these points in all of your advertising.

-Use cost efficient mailings, such as oversized postcards, as part of your promotion. They're less expensive to print and mail and stand out to easily grab your readers' attention.

-If your budget permits, mail a small novelty item (key chain, pen, notepad) with your meeting's message imprinted on it. Bulkier or odd sized mailings always get the recipient's attention and just beg them to open it.

-Complement your advertising and/or direct mail promotion with telemarketing to add some personal reinforcement to your marketing efforts.

-Involve the media to obtain "free" publicity for your meeting or event. Send periodic press releases announcing "newsworthy" conference tidbits to publications that your audience most likely reads.

-Use e-mail to drop periodic messages or reminders about your event (as long as you have permission from the recipient to send information).

-Direct your prospects to a Web site where you can offer them detailed meeting information (session descriptions, speaker bios, recreational activities), specifics on the meeting site and surrounding area, as well as on-line registration capabilities.

-Radio advertising can serve as a great, inexpensive marketing tool. Supply your favorite DJ or newscaster with interesting or useful information about your conference and you just may get some free airtime.



-To promote an internal meeting (i.e.: a specific group of employees at your company) use contests and prizes to create awareness and excitement about your event.