

Promotions Checklist

While the scope of marketing includes the product (experience), price, and place (ticket sales, registration), most event managers are concerned with promotion – getting the word out about the event to ensure the maximum amount of the right kind of attendance. Use the following to generate ideas about how you might promote your events.

Promotion Type	Channels Available	Examples
Advertising: any paid communication of your chosen messages. Advertising, in a strict promotions sense, is always paid for.	TV and Sharing Platforms	Local (in market) TV stations, YouTube (targeting viewers that fit your parameters).
	Radio and Digital Radio	Local (in market) radio stations, platforms like Spotify.
	Print	Magazines, newspapers, trade publications and their digital counterparts.
	Search Engine Advertising	Google AdWords
	Paid Ads on Social Media	Targeted paid ads on Twitter, Facebook, Instagram.
	Guerilla Ads	“Vending machines” that dispense items, 3-D components on posters, integrating live performers with billboards.
	OOH (Out of Home)	Billboards, transit ads.
PR and Media: Unpaid opportunities to reach your audience.	Mini events	Street teams, previews, media launches, VIP pre-shows.
	Earned Media	Llive’ appearances on local tv news, morning shows, or mentions during radio programs.
	Owned Media	Event webpage, blog, or microsite.
	Press Events	“Sneak peek”, press conferences, demos, “meet the speakers”.
	Influencers/Bloggers	Instagrammers or Tweeters with similar followers to your target audience (quality, not # of followers is important); bloggers in that destination or industry.
Sales Promotion: short-term stimulation of ticket sales or registrations.	Contest/Giveaways	Free tickets, free VIP packages, other prizes (donated by sponsors).
	Coupons and Discounts	Packages (bundling elements of the event at a discount), tiers/VIP access points, “Early Bird” discounts.
	Referral Mechanisms	Tools to encourage referrals: “Get a friend to register and receive 50% off next year’s conference”.
Personal Selling: persuasive in-person communication of your messages, typically for B2B audiences.	Persuasive Communication	Create separate packages for sponsors, partners, and participants that sales team can use to make key points. Use videos, promotional materials, charts, graphs, lists of benefits.
Direct Marketing: direct communication with individuals who have had a connection with your brand or event – providing a call to action (e.g. ‘click here to register’ or ‘visit our website for more info’)	Print	Postcards, invitations, flyers, save-the-date cards.
	E-mails	E-newsletters, e-vites.
	Direct Messaging	Using the DM function on Twitter, Instagram, Snapchat, or Messenger.