

**45 Practical and Effective Tips to Generate
More Revenue From Your Events**

by
Silvia Pellegrini

Smashwords Edition

Copyright ©2013 Silvia Pellegrini

* * * * *

For more information contact Silvia Pellegrini Consultancy,
Kemp House, 152 City Road, London,
EC1V 2NX or visit us on:
<http://www.silviapellegrini.co.uk>

* * * * *

All rights reserved by Silvia Pellegrini Consultancy. The text of this publication, or any part thereof, may not be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, storage in any information retrieval system, or otherwise, without prior permission of the publisher.

While the publisher has taken all reasonable care in the preparation of this book the publisher makes no representation, express or implied, with regard to the accuracy of the information contained in this book and cannot accept any legal responsibility or liability for any errors or omissions from the book or the consequences thereof.

Products and services that are referred to in this book may be either trademarks and/or registered trademarks of their respective owners. The publisher and author/s make no claim to these trademarks.

Table Of Contents:

- [1 - Use Affiliate Marketing for your Event](#)
- [2 - Create Products that can be sold at your Event](#)
- [3 - How do Speakers Make Money at Events?](#)
- [4 - Making Money Doing Seminars](#)
- [5 - Promoting your Events](#)
- [6 - Tele-Seminars Events to Make Money](#)
- [7 - Profitable Seminar Tips](#)
- [8 - How to Monetize your Live Streaming Event](#)
- [9 - Marketing Ideas to Make your Talks more Effective](#)
- [10 - Getting Sponsorships for your Event](#)
- [11 - Event Only Offers](#)
- [12 - Making Yourself Easy to Find at an Event](#)
- [13 - Should you Charge Registration Fees for your Event?](#)
- [14 - Generating Sales at your Event](#)
- [15 - Generating Consultation Sessions from the Event](#)
- [16 - Why Organize an Event for my Business?](#)
- [17 - Expanding your Client Base through Events](#)
- [18 - Benefits of Holding Events for your Business](#)
- [19 - Using Facebook to Promote Your Event](#)
- [20 - Make your event unmissable](#)
- [21 - What makes an event awesome?](#)
- [22 - How do you make your event stand out?](#)
- [23 - Get money for driving ticket sales to an event](#)
- [24 - Send out helpful tips on social media to your company's fans](#)
- [25 - The essential requirements for a great event strategy](#)
- [26 - Sell more at your events with better booth assignments](#)
- [27 - Sell more at your events with an offer strategy](#)
- [28 - Use a great content strategy to sell more at events](#)
- [29 - Think about success in the long-term to measure sales success at an event](#)
- [30 - How to Increase Event Attendance](#)
- [31 - Increase On-Site Sales at Events by Reserving a Room](#)
- [32 - Practice your Pitch to Make it Perfect](#)
- [33 - Capture the Imagination of Trade Show Attendees with Content](#)
- [34 - Pinpoint the Companies Going and Leverage Your Research](#)
- [35 - Ensure That You Have Calls-to-Action to Spur Interactions](#)
- [36 - Make Connections All Throughout the Events](#)
- [37 - Market an event within an event](#)
- [38 - Add new technology to events](#)
- [39 - Use social networking as an exclusive conduit for information and premium rewards](#)
- [40 - Hire a ton of outside experts.](#)
- [41 - Mash-up the technology that you use at the event.](#)
- [42 - Make the deal a little Tweeter.](#)
- [43 - Make the event page worth reading.](#)
- [44 - Make your event more social.](#)

45 - Make pre-event blog posts

1. Use Affiliate Marketing for your Event

Affiliate marketing is a great way to make money at an event. There are many companies that are willing to pay for advertisements during an event. Affiliate marketing is a different form of advertisement that works by making money for both companies involved. For example, let's say that you are having an event to promote your website for beauty supplies. Perhaps there is a person that wants to advertise their new line of moisturizing products. You could create a space at your event for them to promote this new line of products.

For every product that is sold at the event you will earn a commission. The amount of the commission will be determined before the event takes place. During the event you can be available to discuss the new product line and even refer new customers to the area where the new product is being introduced. This is a great way to make some extra money at your event by simply referring people to a particular product. Affiliate marketing works great for making money off of your website as well. There are several websites that you can refer to when trying to find affiliates for your particular event including:

[Click Bank](#)

[ShareASale](#)

[Skimlinks](#)

[AffiliateWindow](#)

2. Create Products that can be sold at your Event

There are many great products that can be sold during an event. When planning an event the most important thing to think about when it comes to products is to find ones that will not take up a lot of your time. The products that you sell at an event should be self-contained. The best products to sell at events can be sent electronically. Products that can be sent electronically are great because they help you create new contacts, as you will now have the consumer's email address. Some of the products that you could consider selling at your event include items such as:

E-books: these have a low cost to both create and to sell. The average cost for an e-book sold at an event should run between \$5 and \$25.

Self – Study Courses: a self – study course can be sold at an event for anywhere from \$50 to \$250 depending on the course material.

Site Memberships: sell memberships to your website. Most companies charge anywhere from \$9 to \$99 a month for a membership.

Webinar Recordings: recordings can be sold for \$25 to \$100.

These are just a few of the products that can be sold during an event to make extra money for your company. These particular products also offer a way to network with potential customers as they will provide you with their email address for delivery.

3. How do Speakers Make Money at Events?

There are several ways that a speaker can make money at an event. Many speakers will simply charge a fee up front in order to speak at an event. The speaker will then also be able to sell their books, CDs and other products regarding their presentation while at the event as a way to make extra money. Most speakers will use both a fee for speaking and selling products together in order to make a profit at the event.

Most speakers have a set fee that they charge for speaking at an event. The event will typically be within an industry where they are considered experts in the field. However, it can also be for entertainment events as well. Some speakers that are well known may have promoters who will sell tickets for the event as well.

Speakers also make money at events by selling their products after their speech. This is the perfect time to get new customers as they have just heard you speak and if they like what they heard they are going to want to purchase your material. Often a table is set up at the back of the room where people can come speak to you directly and make purchases. Most [speakers](#) will use a combination of fees and sales as the way to make a profit for an event.

4. Making Money Doing Seminars

In order to be successful at conducting seminars it is important to [conquer the fear of public speaking](#) and stage fright. If you cannot conquer these fears then you will never be able to get started doing seminars in the first place. This will mean that you are going to miss out on the many great benefits that seminars can bring to your business and income.

Seminars can be used by many types of businesses from real estate professionals, financial and insurance professionals to therapists, contractors, dentists, and chiropractors and even good network marketers. Any person that has a service or product to promote can use seminars as a way to make more money.

Seminars are an effective way to promote your business because they offer a way to reach many different prospects at one time. The people that attend the seminar do so because they are interested in your product or service. During the seminar you are the expert on the subject, so if you are good at what you do you will build trust immediately along with believability and liking. This will increase your business greatly as people are more likely to purchase products and services from someone that they like and trust.

5. Promoting your Events

Many business owners will host special events as a way to attract new clients and increase their revenues. However, it will take time and money in order to organize and advertise an event, which is why many business owners choose to work with a [promoter](#) instead of organising the event themselves. Promoters make money by charging a fee to host the event or to require the attendees to pay fees to attend. Hiring a promoter for your event is the best way to ensure that it goes off without a hitch. These professionals will make sure that the event runs smoothly and leave you to tend to your day-to-day operation without taking anything away from your business.

Placing advertisements in magazines and newspapers or online will cost money. It is important to note these costs when planning event so that you ensure that you actually make money from the event as opposed to losing money on holding the event. As the owner of the business you stand to gain revenue from the event. The business owners can charge different vendors a set fee in order to have their products showcased during the event. Promoting products for other companies that are related but not competitors of your particular brand can be beneficial for all parties involved. 6. Tele-Seminars Events to Make Money

6. Tele-Seminars Events to Make Money

One type of event that many people are turning to as a way to make money is a teleseminar. The reason that these are being used is because they are really easy to set up. All you need is a phone, some phone numbers, and a message. There are numerous ways that you can monetize this type of event.

In order to make money through [teleseminars](#) you are going to have to gather a lot of telephone numbers. One of the best ways to do this is to have a website in which you collect emails. You can then send out emails advertising your teleseminars. Sending out reminders about your next teleseminar you will be able to create a profitable and extremely successful event.

Make sure that the presentation that you are providing is of extremely high quality. A high quality speech will establish that you are an expert in a particular field and this helps to build trust with your potential consumers. Consumers are much more likely to make a purchase from someone that they trust. Your presentation needs to be extremely well thought out. Consider combining your teleseminar with an online slide show so that your potential consumers have a visual to go along with it. This will help build even more trust and will increase the amount of revenue that can be made.

7. Profitable Seminar Tips

Seminars are a great way to make money. One of the very first things that you will need to consider when considering a seminar is to choose the topic or niche that you are going to speak about or hire speakers for. Remember, we live in a day and age where everyone is looking for information about everything. This makes it easy to come up with a topic to host a seminar about. It is important to choose a topic that is relevant to your interests and to make sure that the seminar is worthwhile to your particular target group.

The next thing that you will need to consider when hosting a seminar is where the event is going to take place or the venue. The [right venue](#) can make or break a good seminar. It is important to carefully consider how many people are likely to attend the seminar so that you can choose a place that is going to hold everyone. Conducting a seminar for 500 people at a town hall that holds 200 people is not going to work. Once you have an idea of about how many people you can pull into an event, choose the venue and make sure to limit the number of attendees to the number the venue holds.

8. How to Monetize your Live Streaming Event

Companies or individuals that are planning on holding a [live streaming event](#) should consider the different ways available to monetize the event. There are several streaming services that can easily be set up that allow for high quality streaming so that the video can be monetized without any type of commitment from the business or individual.

Most of these streaming services will include support for payment options as well as other ways to monetize the live event right out of the box. Some of the ways to monetize a live streaming event include paid subscriptions, pay per view, and selling ads and ad space to different companies. There are many other ways that you can monetize a live streaming event as well. A free live event can be made profitable in non-monetary ways as well as you will gain potential clients through the event.

One of the reasons that many people and companies are considering live streaming events is that this type of event allows the person or business a way to connect with their

consumers and potential consumers. The live event can take place at any time and can provide information about your products and services. It is also a great opportunity to showcase any new products that your company may be coming out with in the near future.

9. Marketing Ideas to Make your Talks more Effective

One of the best ways to meet potential clients is through talks. This provides a way to raise your business profile and to inform people what your business is about. When planning your talks it is important to maximize your opportunity. There are several things that you can do in order to make sure that [your talks are more effective](#).

First, it is important to make sure that you keep an open mind during your talks. Look for different ways to make a connection with your audience and to increase their overall interest in your products. Make sure that you are building on what you already have. Your current products should be the building blocks for the development of your talks.

Be creative. When creating your talks make sure that you are creative throughout the entire process. Make sure that your talks are interesting and engaging. This will ensure that your clients and potential customers will want to buy what you are selling. Each of your talks should have a core theme that you stick to and your strategy should remain the same for all of your talks. This will help develop a structure that your clients will respect and will increase the chances of making a sale.

10. Getting Sponsorships for your Event

When throwing an event one of the most important things to do is to try and find sponsors. This will increase the overall value of the event as more people are likely to attend when there are several sponsors. Today, it seems that corporate sponsors are everywhere. From the Olympics to small and local events, having a corporate sponsor for an event can make it or break it.

The first step in [getting sponsorships](#) for your event is to determine whom your audience for the event is. Knowing your audience is extremely important if you are going to be successful at finding sponsors. Most successful events have a few things in common, including being focused and having a lot of people involved. Make sure that you go beyond your specific organization when planning. If you have an animal shelter that you are raising money for consider inviting zoo employees, veterinarians, and owners of pet stores. A potential sponsor may not be particularly interested in your particular organization but they could be interested in getting their products into the hands of one of these professionals. When considering sponsorships it is important to have set levels. There should be specific guidelines and amounts set for each level. A \$50 sponsorship may get your name in the program where a \$500 donation would get the company a banner at the event along with their name in the program as well as several other benefits that are noted. Make it worthwhile to donate more.

11. Event Only Offers

When planning an event one of the most important things is to make sure that people show up. After all, the only way an event is going to be a success is if people show up. There are many different strategies for getting people to come to your event. First, you will want to make sure that you are promoting the event to the right crowd. Before planning your event makes sure that you know who your target audience is and that you have ways to encourage these people to show up at your event.

Perhaps one of the best ways to make sure that people come to your event is to make sure to offer [special deals on your products](#) or services that consumers can only get at your particular event. Many food vendors use this strategy in order to get contracts for several weeks at a time when they attend a food show. Potential customers will get a break on pricing for a month or so just by signing up for a particular product while at the event. This is a great way to promote the event as more people are going to show up if they think they can get a great deal.

12. Making Yourself Easy to Find at an Event

When attending a large event as a business it is very important to make sure that you can make your business stand out. It is easy to stay in the safe zone and do the same thing that all the other businesses are doing. However, this is boring and is not going to get you anywhere. From small businesses to large businesses it is always important to stand out in a crowd. There are several things that you can do to make sure that your consumers will find you at an event.

One idea is to [create info graphic](#). This is a great way to relay visually the information that you want to share with your customers. Info graphics are informative, visual and can be shared easily. If you take the time to make a really solid info graphic you will watch it go viral throughout social media and blogs quite quickly. This will grow your audience very quickly. Have the info graphic at an event and these people will recognize you and be able to find you immediately.

Another option is to offer a great giveaway. Make sure that you have the prizes at your table at the event. People will be sure to look for the great prizes and your business will be on their list of places to be sure to visit while at the event.

13. Should you Charge Registration Fees for your Event?

One of the debates that come up when planning an event is whether or not to charge a registration fee. The answer will vary based on the type of event. However, if you currently hold a walk, run, or ride event and do not charge a registration fee it is a good idea to consider starting. There are many fundraising events that simply tolerate those that do not perform. In order for a fundraising event to be successful a strong culture of fundraising must be present. Charging a registration fee has many benefits. The first and probably most significant benefit is that the event will have a guaranteed level of income. All of the non-performers will be weeded out from the event and only those that truly care about the cause will be left. In addition, charging a registration fee will provide people with the mindset that the cause is important and that in order to help the cause there is money needed. In addition, people will feel like they are a valuable part of the event if they pay to be a part of it. In addition, most people that pay a fee to attend an event are going to show up.

While [registration fees](#) can be beneficial it is important to make sure that the amount charged is accessed so that you are not pricing people out who want to participate. There are some events where a registration fee would not be as beneficial as well.

14. Generating Sales at your Event

People are only going to go to events that they think are going to be interesting in worthwhile. If you are trying to generate sales from an event it is important to make sure that people are going to show up to the event. The first step is to send out an invite that will intrigue them into learning more about the event. Many people do not take time to send out personal invites to their consumers and potential consumers and instead rely on generic invites that many people will just toss into the trash. You can create great invites that you send out in the mail. You can also do some fun invites through email using a service that allows you to create [cool graphic invitations](#).

One of the best ways to generate sales from an event is to create the event around a specific promotion that is only going to be offered at the event. When you do this you will be able to easily pinpoint the contribution of the promotion on your overall sales. In addition, you will be able to see how the event brings your company ongoing benefits in the form of recommendations from people that attended the event as well as increased loyalty from your current customers.

15. Generating Consultation Sessions from the Event

One of the main reasons that individuals and businesses [hold events](#) is to gain new clients. When creating an event the goal is to increase your consumer base in whatever way that you can. Generating consultation sessions from an event is just one of the many perks of holding an event. The question is how do you generate these consultation sessions? There are many different ways to get leads while at an event.

When planning for the event it is important to consider your customer base and what they would enjoy seeing at the event. Many businesses take this opportunity to promote a specific service or product that they have to offer. Providing free eBooks and webinars is one way to generate a list of potential clients as they will have to provide you with their email address in order to receive the e-book.

Another way to generate potential consultation sessions from the event is to offer a giveaway. Have the people entering provide you with their names, emails, addresses and phone numbers. This gives you instant leads to follow up with after the event. The giveaway does not have to be anything large and can simply consist of one of your books or other products. The purpose of the giveaway is to get information from potential consumers.

16. Why Organize an Event for my Business?

Events are a great way to boost your business, especially if you are a small business that is just starting out. There are many types of events from which to choose and each has its pros and cons. Some businesses prefer to have seminars. This type of event involves a person speaking on a particular subject. The person speaking is an expert in a particular field and can provide potential consumers with answers to any questions that they may have about your products or services.

Another type of event is a run/walk for charity. Your business can sponsor this type of event for the community. One of the benefits of this type of event is that it gets your business name out in the community and earns the company trust and brand recognition as people that participate in the event will remember your logo and be more likely to contact you the next time they need your particular products or services.

Overall, [events](#) are a great way to generate new customer leads and money. In order to become competitive in the market place it is important to get your company name out into the community. Events are some of the best ways to do this as they take very little effort for the most part and can pay off greatly.

17. Expanding your Client Base through Events

One of the reasons that many companies hold and attend different events is as a way to increase their client base. However, many companies think that by simply attending an event they will achieve a larger client base. While it is possible to pick up a few new clients simply by hosting or participating in an event, there are some things that can be done to ensure that the number of new clients that you pick up are significant and worth the time and effort put into creating for and attending the event.

First, it is important to make sure that your company stands out above the competition. There are different ways of doing this. One way is to use Internet marketing to your advantage. Creating a strong online presence will ensure that your business will be better recognized at the event as most people will research all of the companies that are going to be at the event before they attend.

Make sure that your [business cards](#) stand out. Plain white business cards with black lettering are boring and many people put them in their wallet and forget about them. Create a unique design on your business card so that it stands out from the others that the person has received at the event. This will make them more likely to call you as they will remember your great design.

18. Benefits of Holding Events for your Business

When it comes to ways to increase business, events are one of the best possible ways. Having your online event calendar full of events will increase traffic to your website and also improves the SEO of the site. While social media is great, face-to-face contact can be even more beneficial for your business.

[Events help to build brand recognition](#). A quality event will build hype around your particular brand and will help people connect with your company. In addition, most people do not come to an event alone, they bring their friends. This means that your reach will grow exponentially through all the friends that attend your event with you.

Face to face connections are much more powerful. People need to interact with each other and engaging with your members, clients, or audience on a more personal level is extremely important as it is a way to solidify a potential consumer's interest in your brand. Consider the pop stars that are the most successful. The main reason for their success is because they connect with their audience on a personal level. Many of these successful stars will be seen out in the audience before and after shows. Consider your event the after party where you get to meet with your clients face to face.

19. Using Facebook to Promote Your Event

[Facebook is a great way to promote an event](#) for your business. Facebook has numerous tools that you can use to your advantage. It is recommended that you create a registration page for the event outside of Facebook, unless your event is really small, it is a free event, or the event is approaching fast. You will want to promote the registration page on your Facebook wall.

Once you have the event registration page set up you will want to make sure that you have social share buttons on it. The more likes and shares that you get the better as people tend to think that a high number of likes means popularity. You will want to make sure that you at least have a Facebook like button or share button, a retweet button, and a linked in button on the registration page.

Make sure that you have an announcement on your Facebook page banner. This is a great place to promote things as it is the first thing that people see when they come to your page. Anytime you have any type of promotion make sure that you use this area to your advantage.

Creating a Facebook event can be beneficial as well. This will give you the opportunity to send all of your invitees a message directly to their inbox. However, be careful to not send the invite over and over again as you may lose potential customers.

20. Make your event unmissable

How would you make an awesome conference? If you were tasked with creating an event from scratch, how would you go about it? If you were told to come up with an event outline for your company, and to get the most attendees you could within the maximum attendee limit, and generate as much buzz about your event as possible, on social media and the Internet, how would you do it? A lot of attendees pay very good money to be at some conferences, and some of them are just there because they have to be there. Either way, you want to maximize their engagement and enjoyment of the event, and you want to maximize your ROI from the event attendees. What elements go into making an event awesome, and generating the requisite buzz? What are the things that make a conference awesome? It might surprise you that giveaways were the least important to conference attendees. Things like swag, like t-shirts, toys, USB drives, stickers, and key chains were the least important. The tradeshow venue, like the expo hall or demo floor where the vendors or sponsors were, was not as important either. The food & drinks, of the fizzy, in-a-bag, or alcoholic kind, were not as important either. What was most important to event attendees was the content of the conference. The good news is that the content is also shareable. If you've lined up some really great speakers, then you can share video clips of them on social media.

21. What makes an event awesome?

How do you boost the appeal of your event online, before the event takes place, and throughout the event? How do you, furthermore, make an awesome event? The good news is that the two of them are connected. It turns out, according to a survey, that the things most important to event attendees were the speakers, sessions, and workshops. People want to be entertained to a lesser degree than they want to be informed. The things that were least important were the giveaways like toys, USB drives, stickers, key chains, and t-shirts. The things that were most important were the speakers, sessions, and workshops. You can see the dichotomy. People don't want free stuff. People aren't paying for free swag when they fork down money to go to an event. They are paying for information and connections. If you can facilitate that, then you will generate interest in your event and get people talking about it before it commences. That will, in turn, boost event attendees. What were some of the things that were most important to event attendees too? The extras were also important, and those things include workshops, BoFs, and further sessions, like stuff that wasn't included on the program. People want really juicy information and experiences. If you can give them that, or dangle that in front of their faces, then you will be sure to get more attendees before the event.

22. How do you make your event stand out?

The parties, the place, and the people are what really make your event stand out. These are just great additions that make your conference even better than it would have been normally. If your event is rumored to be having a really potentially awesome after-party, or there are going to be some great drinks, bartenders, chefs, or fun personalities present, then that might tip the scales one way or the other, depending on the types of attendees you're going after. There are always going to be those people who value the enjoyment factor much more than the educational factor. For those people, you want to tip the scales by putting on a really great event, from that point-of-view. If attendees have the choice of going to another event that night or spending their night out eating & drinking with friends, give them a chance to come to your event and make it so that they don't really have a choice in what the right thing to do is. Interestingly, this part of the consideration process, as far as what some event organizers might think of as tertiary factors, is actually very important to people. The "fun" factor, as it is often called, is critical to helping some people make up their minds about whether to attend your event or not. It can't be stated clearly enough that the number one thing people are interested in is the content, so take care of that first. If you really want to boost the number of attendees, then you need to take care of the enjoyment factor too.

23. Get money for driving ticket sales to an event

You can join an affiliate program that is specific to an event, and you can get money for driving ticket sales to the event. If you're a people person, or if you have a big fan list, you can look at this as a great way to earn some extra money. Eventbrite has an affiliate program tool, and event organizers can use it to create affiliate programs for their event. This lets event organizers increase their attendance by offering commissions to event promoters. There is a public event affiliate programs page on Eventbrite where you can search for affiliate programs that might interest you. You can keep track of all your earnings through Eventbrite. What are some tips to make extra money promoting other peoples' events? Once you've found an event that interests you, or more importantly, that interests the kinds of people you can get in touch with, then start promoting it like crazy. Just don't spam! People don't like spam, and there are better ways to promote the event online. You can share free content that is relevant to the event. You can also include reasons why your friends or fans might want to attend, or perhaps share videos of the speakers who are going to be there. If you are an event organizer, you can direct your event vendors to use the affiliate program tool so that they can drive up attendance for their event. If you are hosting an event, you can let them use the event affiliate program tool to get attendees their in droves.

24. Send out helpful tips on social media to your company's fans

If you're hosting an event, and your company's existing fan base makes up some of the attendees that you hope will be there, then send out lots of useful content, vis-à-vis social media status updates, which are contextually related to your event. For example, you could send out clips and articles from the speakers that are going to be present there, and that is a tried-and-true strategy, but shoot for something that is a little more related to your event, specifically. Get them prepared, psychologically, to attend your event. It's a tricky quirk of marketing that will get them in the mindset of attending your event, as if they were already dedicated to going, so that they will be more likely to actually go or register for tickets when the time comes. So, for example, send out a list of tips that will help them make the most of your company's events. Of course, you can always preface the tips list by saying that they can be used for all events, but make an especially important note that your fans should use this list for your event. Some sample tips to include on the list, a list of how to squeeze every bit of value out of your event, should include cancelling calls and meetings, hanging out in the public areas and lobby, getting up early and having a coffee breakfast with other attendees before the conference starts, taking great notes, not sitting next to people you know already, working out in a public place, following the hashtag stream, and not eating alone. You get the idea. Send out a lot of status updates that give your company's fans content, as well as reminding them of your event. Don't just remind them of your event. Give them some excellent content, and hopefully they will share it with others, which will in turn boost your event attendance. Content is king, even when it comes to promoting your event.

25. The essential requirements for a great event strategy

People who have executed or managed an event before, an industry trade show, user conference, or seminar, or whatever, will understand that it involves a ton of details, a ton of moving parts, and a ton of different tactics that, when combined, create success. However, if you concentrate on and have a plan or strategy for the next eight elements, you will almost certainly be on your way towards a productive event. You have to consider the objectives first. What are you trying to get out of the event, and how will you measure that? Why are you participating or doing it? These are fundamental questions that are rarely asked. You also have to think about the long-term and short-term success measures. Keep a great content strategy and offer strategy in mind too. The social strategy and networking strategy are also critical. Booth assignments are also a critical factor if you are trying to sell more at your event. Now, the number one thing you need to remember is that you have to have a good follow-up plan. Make it easier on yourself early on and write the follow-up materials for you show before you head out. When you get back to the office, you are going to be buried in emails and new things to work on. Before you know, all those leads will have gone to waste. Create a follow-up plan from the very beginning, and integrate it into the registration process even.

26. Sell more at your events with better booth assignments

Product training is essential, but your booth staff has to be expertly coordinated in order to take advantage of the foot traffic that is walking by. If you don't have the right people in the right positions, you are going to lose a lot of sales that you would otherwise make. The con of having an event booth is that you're pretty much at the whim of whichever person actually walks by. That's not good news if you're attempting to capture the best leads and get only the ones who are going to count for something. Some of these people that walk by will be great prospects, and others won't be. It's critical that you engage them actively, as many prospects as possible, to increase the number of qualified prospects that you take deeper into the booth. Once you get them into the booth, you should have a different strategy. At the large level, this means putting some staff members on the perimeter, maybe those staff members that are perkier or friendlier. Get them to ask questions that are pointed and customer-centric. Get them to give a response. If they are qualified, or they show interested, invite them into the booth to go further into the conversation, or bring an "insider" out to the perimeter to do some more prospecting. Think of it like gold mining. You are going to have different tools for different parts of the job. Think of your people as different tools trying to do the same job.

27. Sell more at your events with an offer strategy

This is not about product purchase or pricing offers, at least not alone. Certainly, have a great special to have customers take action, certainly if you're trying to do a transactional sale that you will try to close on-site. More important than the offers, though, are what differentiates your booth from the other booths, that drive more traffic and attention to your booth initially, and that drive up registration, follow-up, and conversion from those attendees. You might offer an assessment of a prospect's opportunity, an upcoming event seat, or a white paper. You might come up with a number of special offers or gifts relevant to your audience and what they might be wanting. Make certain that your offers are related to the prospect, not just you, to increase conversion and response. Now, you definitely don't want to confuse free offers with free giveaways. You don't want to give away a ton of junk that is not going to be useful to them. Entice them with something contextually relevant to what you're selling. Have it be like some kind of pre-sale item that you give away. Dress up marketing material as a free gift. This is a great way to get them more interested in your product initially, and then hopefully use that initial gift to learn more about your product, and decide to buy it. This is an especially useful tactic for two reasons. First of all, it gets them coming over to your booth to get something for free. Second of all, it increases the chances that they're going to buy something on-site.

28. Use a great content strategy to sell more at events

If you really want to sell more at events, you are going to need to do a lot of work ahead of time to get the audience psyched for what you're going to be selling. Content is crucial to any event. If you have a list of Facebook fans, you are going to need to be sending out a ton of marketing material prior to it to get your fans psyched and aware about what you're offering. If they're more prepared to buy going in, then you'll be likely to make more sales on-site. Content strategy also spills over to your offer and message, and to evaluating opportunities to communicate and create content before, during, and after the event. Content marketing is the only form of marketing left, according to Seth Godin. Try to get the attention of as many attendees as you can. Do this before the show even starts. Suggest specific sessions, publish a restaurant guide, and do anything else you can to engage them and get their mind on the event. Also, prepare them with a lot of marketing material relevant to what you're going to be selling. Find out what speaking opportunities are going on, or, even if you're not on stage, tweeting, blogging, and summarizing the event to your prospects, customers, and followers. This builds credibility from your brand, and it is more likely that you will make more sales online in the future with a legitimate brand. Plus, you'll engage customers throughout the whole process with the kinds of great stuff you're selling so that they'll be prepared to buy when the event day comes.

29. Think about success in the long-term to measure sales success at an event

Defining what success is up-front, for any marketing or sales effort, is critical, and it's also important to do it at trade shows. Trade shows, especially for sellers who do B2B work, are a lot more complicated because hardly anything happens, or at least gets monetized, right at that moment. To more accurately and completely measure the sales impact and business value of your upcoming trade show, measure define success at three different post-event milestones. Do it right after the show is over, 30 days after the show commences, and six months after the show. When you come back into the office, what items will you measure? How will you know if the show was a success immediately? Your likely measurements for this include names or leads captured, meetings that are held, demos that are completed, and so on. A month after the event you should have qualified all the leads. Some will be engaged actively on a purchase path. Six months after the show you should expect a lot of closed business, revenue recognition, and booked sales right from the event. The crucial thing is to measure on-site sales over a long period of time, and to do that by pinpointing the sources of all the leads you have. You should know whether they came from the event or not, in other words. This is a more accurate, and long-term measurement, than just counting the sales that happen on-site at the tradeshow. You want to measure the event's leads from the beginning. If they end up in closed sales, then count them as on-site sales.

30. How to Increase Event Attendance

If you're worried about the number of attendees that are going to come to your event, realize that most people are excited about going to events, and they want to go to them. By going to events, people get to learn new stuff, interact with peers, and learn from leaders in their field. These general tips should help you increase attendance for your event. First of all, attendees like morning schedules. Tuesdays and Thursdays are good days to hold events. Don't schedule meetings on the eve of holidays or holidays. Next, try to pick a venue that is convenient for all the attendees. Choose a venue where the attendees would feel comfortable. Choose a venue that is experienced in hosting events of a similar nature. Also, send out as many invites as you can, in multiple mediums, and at separate times. That means you don't just send out one invite months before, or another one weeks before. You send out invites on Facebook, you send out early save the date cards, and you send out detailed invitations with personalized notes through e-mail. These are very simple steps, but most people forget these most basic things. They just forget them, and they end up without the number of attendees they could have had if they had just followed tried-and-true, traditional attendance-increasing event tactics.

31. Increase On-Site Sales at Events by Reserving a Room

It can be extremely difficult to sell real goods at an event. If you're representing your company at an event, it is worthwhile to do some real on-site sales to show that you are valuable to the company and to show a measurable ROI from your presence at the event. Let's look at one way you can increase your on-site sales at events. If you rent a room at the event, it is an extremely crucial tactical step that will make it a heck of a lot easier to sell a product or service. Events and other trade shows are very loud and chaotic, and you may be able to spell out a few reasons why a potential customer should purchase your service or product there at your booth, but you're not going to be able to give your potential customer the time and attention he deserves to really make the sale unless you rent a room and get him or her alone in it. You need to be able to give a thorough answer to a question, have very few distractions, hammer out the contracts, and you'll need a lot of privacy and a little quiet space too. You should definitely reserve a booth area, because that's something you have to do. However, you should reserve a room that's near the event or trade show floor in order to answer any questions that may linger, haggle over prices, and finally close the deal.

32. Practice your Pitch to Make it Perfect

Have you ever heard the phrase, "Practice makes perfect?" If so, then apply it to refining your pitch. Your event staff, at trade shows, will only have roughly 30 seconds before the visitors withdraw their attention and move on to something else. That's why it's crucial that you nail down your 30-second pitch before you ever get to the event. You can't go in there haphazardly and just expect it all to work out by chance, or spin a message based on the person you're talking to, and in an impromptu way. You have to deliver a solid message that you've been practicing, and which you believe will convert to sales. Think of it like writing the sales copy for your website homepage. You wouldn't leave that to chance, would you? You want to offer a small description of what your service or product is and then concisely detail how it can help a business or an individual. You want to deliver the pros and benefits of your products in a short, 30-second pitch.

Once you've nailed it down pat, then it's time to send your event staff into the trade show to repeat it as many times as possible. If they go in there willy-nilly, or unprepared, even if they make the sale, it's going to look amateurish and unprofessional. You want to project an image of authority and professionalism to potential customers, and that means having a solid product message for your possible customers.

33. Capture the Imagination of Trade Show Attendees with Content

At any event or tradeshow, there is a ton of chaos and commotion. People are shifting and shuffling back-and-forth to try to find the most entertaining or helpful thing they can, for whatever their business or personal goals are. One way you can cut through the clutter is to display some content outside of your booth. You just have about ten seconds to capture their attention, and then they're not interested in what you're selling anymore. When you're planning for the event, be aware of that, and attempt to figure out how you can get their attention right then and there. The real goal is to make an on-site sale. There might be hundreds of other companies competing for the attention of the limited trade show attendees there. Display art objects and large screens with funny videos that are related to the theme of what you're offering. Pull them in with the power of entertainment. It's a great tool for getting people more interested in your product or service, before they've even heard about it. The idea is to create a little bit of joy, or pull them in with the bait of exciting entertainment, and then they'll also be softened up so that you can make the sale much easier. Have that 30-second pitch refined and perfected so that you'll be able to deliver it as soon as they've started to make conversation with you based on the content you're luring them in with.

34. Pinpoint the Companies Going and Leverage Your Research

If you know which companies are going to be at the event ahead of time, and which of those companies are going to be sending representatives, you can fine-tune your research. If you can see that the event has a public face, like on Meetup or Eventbrite, you can see who will be there. You can also get a list of the attendees from the host. You can also check out the Events Directory at LinkedIn to see if you can see who is definitely going to the event. Then, take that information and do something creative with it. If you're a B2B company that makes sales to a whole lot of different industries, and you notice that there is a single industry that is in a place of domination on the attendee list, then create something that uniquely grab the attention of people in the industry that they're in. If the event is much more intimate, you can do a little competitive analysis on the competitors of the attending companies so you have the opportunity to, in a more personal way, demonstrate to companies how they will be able to use your service or product to compete with your competitors. Knowing the information ahead of time about who is going to be there will put your company in a much better position to market directly to the attendees that are committed to going to it.

35. Ensure That You Have Calls-to-Action to Spur Interactions

When you do trade show marketing, you should definitely be trying to get attendees to finish a certain action. If you want to increase your sales on-site, you have to use a call-to-action, also given the acronym of CTA. It's one of the pillars of making a sale, whether online or in-person. If you don't use it, you're missing out on what could have

been so many clenched sales. You have to spur people into buying. You can't just expect them to make the jump to buy after you've given your sales pitch. You have to tack on a call-to-action at the end, and you have to push that sales pitch into a sale. Try to pair the call-to-action inside the marketing materials to any thing that attendees can actually do when the event is going on. Encourage trade show attendees to sign up for a product trial that's free or go to a targeted, dedicated landing page. That is an excellent way to get you to grab trade show attendees once the event is over, but when the subject of generating sales on-site comes up, these actions won't really get those sales clenched. You need to concentrate your calls-to-action on stimulating interactions that can occur throughout the event. For example, you can use technology as part of your event marketing to make this simpler to do. Put up R codes accompanied by your call-to-action so anyone can simply take the subsequent step. For instance, you could put a CAT on your marketing collateral/ event signage that explains the value of setting up a private consultation.

36. Make Connections All Throughout the Events

The event marketing, i.e., your presence at the event, should go on before you ever show up at the event. You'll have to promote your event presence ahead of time. Building up to the event, make content, like emails, social media updates, and blog posts that talk about the event and your presence there. Try to set up appointments ahead of the time. There is a lot of work that goes into advertising your presence at the event, and if all the attendees are doing this kind of promotion, then it will actually increase the number of attendees overall. If your mission is to generate as many sales on-site as possible, then the people you connect with before and during the event are critically important. You need to educate yourself about the prospects as much as you can. The more educate yourself about who is going to be there, the better you'll be able to make the sale. The basic message is to be prepared. Throughout the event, you should use the event's hashtag and social media to inform the attendees of where to find you at the trade show or at the event as a whole. Follow up with all your leads after the conference. Some initial prospects may be hesitant to make a purchase right on-site, and they may want some time to think about it or investigate it further. Give them this option with follow-up marketing material and information. At least, collect their information.

37. Market an event within an event

Set up an event within an event to imbue the booth, or area that you're designated in, with an element of experiential marketing. People want to experience something. Whether you call it participatory advertising, live marketing, experiential marketing, or event marketing, the motive is to engage customers. You want to be able to touch every consumer that passes by one-on-one, so that you can engage them in a direct way, and teach them about the product you have, and so by interacting in a high-quality way. Whatever you can get people to do in person, you can also blow it up on the big screen, so to speak, on the Internet, and it will magnify your marketing efforts. If the event video is shared online, extensively, then it will enhance your initial marketing efforts exponentially. To make the event within the event go viral, you increase your marketing efforts. Try to create a social media event around the event afterward. If the event is fun enough in person, and it creates enough of a stir, then it will get more people to share the video online. Why does this kind of marketing work though? People go to these events to

experience new things, and when you give them that, you make them want to talk about it, and you make other people want to share it online. People like what is new and fun, and when you give them an opportunity to experience that, it's good marketing.

38. Add new technology to events

A lot of the technologies that are extremely transformative today, are, counter-intuitively, invisible. People have become a lot more used to 3-D technology, augmented reality, and projections today, and it makes them feel much more natural now. Augmented reality is a great way to bring a new dimension to your event space and get potential customers to see your product or service as something that really stands out, literally. Augmented reality is an excellent technology that you can use in a live space for project demonstrations. A few years ago, it might have felt a lot more odd, forced, and awkward. Using 3-D technology and other kinds of entertainment technology can create events that are worth capturing on film and also have the potential to be shared online, and quite extensively too. Online consumers are craving that new visual or wild technological trickery that can capture their imagination. If you just make your event cool to watch, it will get shared. This can get tied into another aspect of event marketing, experiential marketing. If you make the technological event something that people can experience live and in person, and you get them involved in it, it becomes something even more worth sharing. People like witnessing something new and interesting, and people like to share what was new and interesting to real people at one point in time. They like to re-experience it through video watching and video sharing.

39. Use social networking as an exclusive conduit for information and premium rewards

The big key to maximizing the value of your event is understanding how to use Facebook throughout it. How do you use Facebook throughout your event, and how do you use it for on-site activity too? The initial thing that's starting to happen is that a ton of brands are encouraging people to become fans when they are at the event site. You might have a computer on site, and you could ask the potential customers to sign up right then and there to become fans of your Facebook page, either for the event page or the product that you're selling. You might offer a direct premium, prize, or reward for fanning the product right there on their mobile device or Smartphone. This gives potential customers some immediate value. Immediate friending and liking are starting to become more popular. There is a lot exclusive access giving to existing fans. You can promote the event you're going to on Facebook, and you offer some exclusive things to your fans, whether it's meeting a celebrity, a free T-shirt, or free parking. You can take whatever's occurring at your event, and give some exclusive content on top of that, which encourages people to become new fans. Creating exclusive Facebook content is what really drives the fans into your Facebook page, and that, in turn, creates more fans through word-of-mouth, organic search engine results, and additional traffic being driven in from other sources.

40. Hire a ton of outside experts.

Depending on what kind of event you're going to stage, if you have an event within an event, so to speak, you are going to need to hire a lot of experts. Experts save money, even though they cost some initially to bring in. They can present alternative ways of doing things, and even make the event look more professional. It's better to have experts on-hand than to try to have your own team members set up an event within an event, a stunt if you will, and have them fail miserably, or have some safety precaution that is avoided. For example, if you're doing an explosion stunt, like the kind that Mafia Wars did to promote their video game, you are going to have to hire a company to handle the explosion, a fire truck, an EMT, and several police officers just to make sure that nothing bad happens during the event. There are lots of visitors and potential customers around, and, chances are, the video captured of the event will be shared extensively on social networks. You really can't afford to have anything go wrong. If you're serious about doing a stunt right, then you're going to need to hire the experts that can help you get the job done. Otherwise, you're risking the professionalism, functionality, and safety of your stunt, and that can cost not only several thousand dollars in the initial set-up, but several hundreds of thousands of dollars in lost revenue when you don't get the kind of sharing for the video on the social networks that you want.

41. Mash-up the technology that you use at the event.

Bring new media and old media together in order to keep things fresh. If you're not sure about what that means, then you probably shouldn't be running the marketing for your event. You should hire a dedicated event marketing team for you online efforts, but ask them to bring in some old media to the mix. Tell them that you want a well-rounded approach, and that you're willing to pay a little extra to get more exposure for your event in traditional media as well. That will go a long way to giving a lot more depth to your event marketing and put your event. Try to mash things up that have never been mashed up before. That might get attention in and of itself. Bring in a few technologies and mediums and merge them together in a way that they weren't traditionally combined, and that might get you some attention right out of the gate, so to speak. The mere combination of technologies could be enough of a boost to your event marketing that it generates sufficient buzz, regardless of whatever else you're offering in the form of marketing. You create a kind of fascination with the way that media can work together when you do this kind of thing. It's becoming truer that creativity and technology are becoming one and the same. There was a period of time where technology used to be a mere platform, and it was just a bunch of people that solved problems for machinery and systems. That is certainly not the case now. It's truly in the hands of the creative group.

42. Make the deal a little Tweeter.

Almost every company, no matter what kind of event they're running, because this tip applies to all events, has an audience that's in the Twitter age demographic. That is, they all have an audience of young adults who aren't that young. Have your event staff get used to making constant updates from the booth/site/whatever it is because the eventual convergence of real and social media is becoming more apparent, and necessary. It used to be the case that you would put up a sign outside of your booth when something was getting updated. The way you do it now is that you post updates online. It just makes

more sense too, because there are some fans that are not going to be at your event, and they're still going to want to hear all about your company, even if they couldn't be there. Plus, they can share this information on the social networks, by re-tweeting it, and that brings even more exposure to your event. It's an excellent way to leverage the statuses of your event to create additional marketing material. You can even post photographs from the event. It doesn't have to just be status updates. Brands are getting great at creating excellent experiences on-site on Twitter. It might be a scavenger hunt on-site, or it could be something challenging and fun. Whatever the case is, let Twitter know about it.

43. Make the event page worth reading.

The essential thing that all the promotion efforts will center around, at least the online promotion efforts, is the event page or website. You have to make that website or page perfect. You don't have to have a big advertising budget to do it, but you do need to invest what you have in making sure that that works first. You don't need celebrity endorsements or fancy stunts for this part of the event promotion and marketing plan. You just need to put all the right guys to work on the event page or website and make sure that it works. That means you need a compelling description, speaker bios and pictures, an event image, event-related videos, and a prominent button to register now. If this isn't obvious yet, you need your website or event page to look professional. It should be as pristine as possible, minimalist if possible, and show some visual acumen. If you can't pull off all of these elements, then you need to hire a talented graphic designer that can imbue your website or event page with the right look to appeal to potential customers and fans alike. If you don't project an image of authority, then no one will believe that your website or event is worth looking into. Everything begins, and ends, with perception. If you aren't able to pull off a competitive look, your potential customers might go elsewhere, to another related event, instead of taking the time to register at yours.

Send the right kind of pre-event email.

If you have a list of fans that you're sending out marketing material to, then you need to do your best job of making your email marketing strategy count. It could be the most important event registration channel that you have. If you don't have a great email list, you may ask friends, speakers, or partners to mention the event in their email lists. Regardless of if you have a big list or not, use the following event email marketing outline:

- Have a great subject line. Subject lines that are highly emotionally charged get a lot more people to open them. There have been several studies that have shown that subject lines that have lukewarm emotional content don't fare as well, and they aren't as likely to be opened. Try out a subject line that you think will get a lot of people to open up.

- Send the message on the weekend. There are very few companies that do it, and the clickthrough rates could be higher. When potential attendees see it on a weekend, they could feel a lot less stressed and might be even more willing to commit a few hours to the event.

- Include a video thumbnail. Include a video of someone who is going to be speaking at your event.

- Continue to send out your email again and again. For big events, email once several

months in advance and several times before the event is about to start.

44. Make your event more social.

Events are really social occasions, so there's no reason that you shouldn't be using social media to promote your event. The two go together so well. Here are some ways that you can promote the event with blog posts and social media.

- The hashtag should be thought out carefully. Pick an event hashtag that's very short, and, if you can, suited to your event. You're going to want to use this hashtag in every single post and tweet that you have.
- Social media bio links are also very critical. Your LinkedIn, Facebook, and Twitter bios are going to link back to your website. When you're promoting a big event, however, think about changing these links so that the visitors will pour directly into your homepage.
- Look for the right people on Twitter. The Twitter Advanced Search feature can find people who live nearby and who are interested in your topic. Talk about them in tweets about the event or send them a direct tweet to promote your event.
- A lot of tweets are missed as they go through the audience social streams. Make certain to tweet often and early. Tweeting before the event can be extremely beneficial for your event. A lot of these tweets can be scheduled well in advance.

Use Twitter as much as possible for your event because it's something that you're going to want to use before, during, and after your event to assure that it reaches the most people possible.

45. Make pre-event blog posts

Write a blog post before the event, at least one week prior to the event starting. Just like the videos, this might be an interview with at least one of the speakers. Email interviews are a great way to make content more quickly. Just post a list of questions and put the answers when the speaker delivers them. Link to the post in the emails that you are going to want to be sent out to your email list. Invite speakers to come in and write your guest posts too. Speakers will notice that even though this takes some time, there are social media and SEO benefits to guest blogging. If they do write a little something up for you, then ask them to share that with their own social networks. This helps to promote your event on other peoples' friends' lists. If these people are very popular, maybe because they're speakers and are attending your event in the first place, then that is going to bring in a lot more attendees to your event. Blogging is almost the same as sharing or tweeting. It's just a different method for sharing, and it brings more people into your sphere of social influence in yet another way. You want to ensure that you are using every possible medium to widen your sphere of influence before an event, and blogging is just one more way.