7th Annual Workshop: Every Event Tells a Story
Friday, November 20, 2015
THOU SHALT NOT...
The Do’s & Don’ts of Event Marketing & Communications
THIS IS ME
THIS IS EVENTCURIOUS
**Marcom** (sometimes spelled "marcomm") is an abbreviation for "marketing communications."

Marcom is targeted interaction with your customers and prospects using one or more media, such as direct mail, electronic mail, newspapers and magazines, television, telemarketing, and the Internet.
BEFORE YOUR EVENT
INVITATION PLANNING

• Design to fit your story / theme
• Remember information basics
• Add social hashtags & links
• Have 3+ pairs of eyes review
INVITATION PLANNING

- Paper Invites
- Electronic Invites
- Email Invites
- Facebook Invites
GETTING THE WORD OUT

- Press Releases
- Social Media & Website
- Newsletters & message boards
- Guest Blogging
- Word of Mouth, Ambassadors & Collaboration
DURING YOUR EVENT
**DO’S**

- Encourage social engagement
- Document with photography and/or videography
- Surveys and testimonials
- Always be thinking about marketing your next event

**DON’TS**

- Market something different than what the event is
- Ignore your online audience
- Forget to have someone monitor social engagement
- Miss collecting attendee info
AFTER YOUR EVENT
DO’S

• Follow up with social engagement

• Collect feedback

• Push a post event press release or blog

DON’TS

• Spam

• Lose social engagement – continue the momentum online

• Don’t forget to review what worked and what fell short
MY TOP 5 MARKETING INSPOS & IDEAS
KEEP A SWIPE FILE

- Physical file
- Digital (desktop) file
- Mobile file
GOOGLE KEEP

- Notes app
- https://www.google.com/keep
- Customizable
COLLABORATE

- Images
- Resources for design & writing
- Technology
- Media and audience lists
JOIN AN INDUSTRY ASSOCIATION

• Industry education
• Connections with peers
• New perspectives
• Expand event resources
MEMBERSHIP BENEFITS

Here’s why you should join ISES Atlanta!

GET YOUR NAME OUT THERE:
Your company will be listed online in the ISES Member Directory. Members also have opportunities for exposure on our chapter website, Instagram, and monthly newsletters.

BUSINESS OPPORTUNITIES:
Mingle with your peers and industry partners at evening events, breakfast club meetings, and happy hours...gain new ideas and industry insights...get your products and services in front of the local event industry!

THE SMARTS:
Our education programs help you maintain that competitive edge by finding out about industry enhancements, new products and services, and changing trends.

PREFERENTIAL TREATMENT:
ISES Members recommend other ISES Members! As part of this "ISES-first" campaign, you'll be in a position to have other members recommend you above the competition because of your shared affiliation.

GET IN THE GAME:
With a multitude of different committees, you have a variety of opportunities to get involved. Your ISES Atlanta membership is what you make of it!

PUMP UP YOUR SOCIAL IQ:
Connect on the world’s largest, special events industry related, members only social networking site: ISES Community!

UPCOMING MEETINGS
- NOVEMBER 10: Industry Panel
- DECEMBER 1: Holiday Party with NACE
- JANUARY 19: New Year, New Visions
- FEBRUARY 17: Breakfast Club
- MARCH 8: Evening Event
- MARCH 23: Breakfast Club
- APRIL 12 & 28: Breakfast Clubs
- MAY 10: Evening Event
- JUNE 14: New Board Induction & ISES Atlanta Birthday Party

Please Join us
for an event industry
Holiday Party
Tuesday, December 1st, 2015
Country Club of the South
4100 Old Alabama Rd.
Alpharetta, GA 30002

Enter Code: ECNlovesISES
to register at the member rate!

WWW.ISESATLANTA.COM
#EVENTPROFS

- Twitter & Instagram
- Blogs
- Periscope
- Podcasts