Planning a Sell-Out.

5 Ways to Make Your Event a WINNER.

We've all been there — the virtual snooze-fest – an event, webinar or conference so boring you can only focus on making an escape. Hopefully, you weren't also the host, but if you were, don't worry, this e-book will help you go from social pariah to darling in five easy steps.
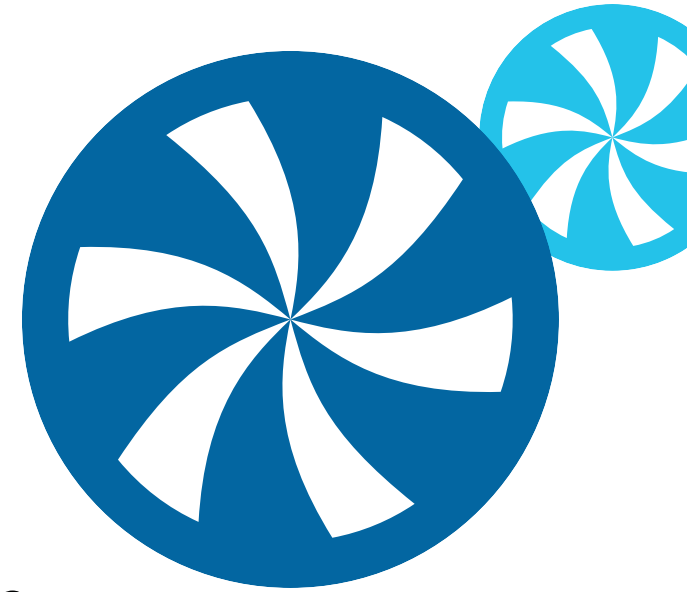
FACT:
Online events are predicted to grow 56% per year over the next few years.

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FACT

In a recent study of the effect of reciprocity on customer spending, it was found that waiters could increase tips by an average of **23%** simply by giving a free mint at the end of service.

📍 **SOURCE:**
https://www.helpscout.net/blog/the-psychology-of-personalization-how-waiters-increased-tips-by-23-percent-without-changing-service/

STEP 1:

Give it to 'em!

There are endless reasons why people attend events, but there is only one motive – they WANT SOMETHING. Whether it's to be inspired, network, or gain exposure, people sign up for events because they believe there will be something of VALUE in it for them.

The first question you should always answer BEFORE planning any event is: What can I give attendees that will be of real value? It can be an intangible, such as an opportunity to hear a compelling story from a BIG NAME, or it can be a white paper/ ebook or other tangible takeaway. Don't be afraid to get creative and take big risks. It's the ones who dare to be different that are recalled long after the event is over.

⚲ SOURCE:
http://www.siia.net/blog/index.php/2014/03/how-to-run-effective-online-events-that-drive-revenues/

★ BONUS:
Test the value of a prospective giveaway on your toughest customers. If you pique their interest, you've got a winner. If not, keep brainstorming.

Common Hooks Used at Top Tech Events

Hook: a tangible or intangible giveaway that incites people to attend events.

APPLE — Unveiling new products/making big announcements

TED Talks — Using high profile speakers, i.e. Steve Jobs, Stephen Hawking, etc.

Microsoft — Offering certification for participation

Adobe — Providing giveaways like free software, white papers and "how-to" guides

by Stephen Hemenway

STEP 2:

Invite the Right People.

Ask any skilled socialite the secret to a successful event and she'll tell you without hesitation: the GUEST LIST is critical. So how do you cultivate a knockout guest list?

First, write down precisely who you want to attend. Be exclusive. For example, if you want only CRM executives from retail companies with more than 500 employees and locations throughout the southwest, that's who you invite first. This group of people is you're A-List. There are lots of great apps that will help you locate you're A-list with ease. Some apps go even further, enabling you to target and send extra incentives to A-listers within 15 miles of your event location. Talk about an attendance booster!

★ **BONUS:**
Repeat step one by thinking about who you're A-List would like to mingle with at your event. Then, add value for the A's by making a B-List of those folks and inviting them.

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FACT

- **One million** people bid to attend the men's 100 Meter Final at the 2012 Olympics – an event with only **40,000** seats.

- The TED Conference Event Facebook Page has over **5.3 million** likes, making it one of the biggest Facebook pages in events.

STEP 3:

Press Record Before Play.

There's a reason why certain speakers command big bucks to speak at an event. They know how to capture a crowd's undivided attention, answer tough questions without stammering, and leave everyone wanting more.

Public speaking is a skill and doing it at a live event is for professionals only. In short, just because someone is great at their job, it doesn't mean they're also a great public speaker. If your event doesn't have the budget for a pro, then host it online and record it ahead of time. Doing so enables you to eliminate long pauses, rambling, and other pratfalls of the part-time speaker.

★ BONUS:
Give online events the excitement of a live event by fielding questions from registered attendees before recording, and then featuring the answers at the event.

Speaking of Budgets

Good speakers can be had for as little as a few thousand dollars or as much as $1.5 million. Below are five of the world's most expensive speakers:

1. Donald Trump — $1.5 million per speech

2. Tony Blair — $263,000 for one and a half hours

3. Bill Clinton — $200,000 per speech

4. Hillary Clinton — $200,000 per speech

5. Richard Branson — $83,000 per speech

STEP 4:

Everything in Moderation.

Everyone knows that one of the by-products of our technology-addicted society is an ever-shortening attention-span. The good news is that when you're armed with the facts, you can enrapture your audience by planning around their attention spans and engaging them as participants.

The best way to maintain the attention of your audience is to hire a moderator. A good moderator will keep speakers on track, break the monotony of a lecture with provocative questions, engage the audience to participate in polls, share tweets and other responses from participants, and provide insights and humorous thoughts about the topic at hand.

★ BONUS:
You can make prerecorded events feel interactive by posting polls and survey answers of participants throughout the event.

FACT

Interactive Events Keep Audiences Engaged.

- The average adult can focus on a speaker's message for just seven minutes.

- People retain only 10% of what they hear in a lecture.

The Best Slides Have < 111 Words.

- Percent of words read on pages with 111 words or less 49%

- Percent of words read on pages with over 500 words 28%

The Best Videos are < 3 Minutes.

- Average length watched of a video 2.7 minutes

STEP 5:

Put That On The Calendar.

Even if you plan the world's most exciting event, featuring great speakers and moderators, an enticing hook, and a coveted invitation list, it can still fall flat if you overlook one tiny detail: the **CALENDAR**. It seems such a small thing and yet its power is formidable. If your event doesn't make it to your invitee's calendar, it won't happen — at least not for them.

To make it easy on yourself and your guests, use a calendar file (a.k.a. an ICS file) so guests in every time zone can immediately add your event to their calendar when they RSVP. It's the best way to ensure you have the right people at the right time.

SparkPlugs

Firing Up Events with Plug-N-Play Apps

We hope you enjoyed our eBook, **"Planning a Sell-Out. 5 Ways to Make Your Event a WINNER."** At Sparkplugs, we empower people to get more from their marketing and event-planning software and systems through a host of easy-to-use apps. To learn more or download other ebooks, visit SparkplugsForMarketing.com.

Boost Event Attendance

Create and edit ICS files for events and add the links to landing pages, emails and more with the Eloqua-compatible ICS Creator.

Learn more at:
sparkplugsformarketing.com/apps/ics-creator

Hone In on Your Target

Improve the response and turnout to your next event by creating a location-targeted list of your Eloqua contacts with Radius Search.

Learn more at:
sparkplugsformarketing.com/apps/radius-search