

## **Increase Your Events Attendance Levels**

Events are an important part of the marketing mix. If executed correctly they can increase:

- Sales
- Brand awareness
- Customer Relationships
- Market Share

With such benefits at stake maximising attendance is crucial. Here's some ideas from 'Future Horizons' Event Management Training Specialists, to increase attendance whilst maintaining audience quality:

### **Events Programme**

The backbone of your success; make it relevant, informative and creative. Know what your audience wants... and give it to them.

### **Promote! Promote! Promote!**

Leaflets, emails, twitter... the world is your oyster. Plan your campaign... know what you want to say, how you are going to say it and who you are going to say it to.

### **Keep Your Database Updated**

33% of contacts become obsolete every three months. Time consuming yes, but maintaining your database is essential.

### **Give Advanced Notice**

People lead busy lives, attending an event requires planning. Send 'save the date' emails, offer 'early bird rates' and send regular 'news flashes' to maintain interest.

### **Encourage Involvement**

Run competitions, ask participants what they'd like to 'see, hear and do', this encourages ownership of the event, making them more likely to attend.

### **Encourage Recipients To Share Information**

Research shows this technique increases response by 10-20%

Lastly, ask yourself "Location accessible? Fees reasonable? Suitable time and date for your audience? and "Who's the competition?"...

For many more Event Management tips and clear guidance on how to use them, join Future Horizons 'Events Management Training Workshop, 15<sup>th</sup> November, Hilton Kensington, London or 17<sup>th</sup> November 2010, Hilton Glasgow. Email [mail@futurehorizons.com](mailto:mail@futurehorizons.com) for details