



# Getting Started with Event Marketing

EventSpot, Eventbrite, Meetup, Constant Contact Email Marketing

Presented By David Mitroff, Ph.D.

# What Will Cover

- Brief Review
- Content – Repurpose and Reuse
- Events (EventSpot, Eventbrite, Meetup, Email Marketing):
  1. Getting started: Event Strategy
  2. Setting up your event: Website & Ticket Registration
  3. Promotion techniques: Social Media & Email Marketing
  4. Timeline of Event
  5. Day of Event
  6. Post-Event Follow up Procedures
  7. EventSpot: Making it Simple and Easy!
  8. Next Steps... Have an Event!

**Most people attend events for one or two reasons: to *network* or to be *educated*.**

# WHERE ARE YOU TODAY?



Facebook



LinkedIn



Twitter



Pinterest



Instagram



Youtube



# EMAIL + SOCIAL

Feed each other to grow your business



**amplify  
your email**

**drive traffic back to  
your list, email, etc**





# Content Marketing

## – What to Write?



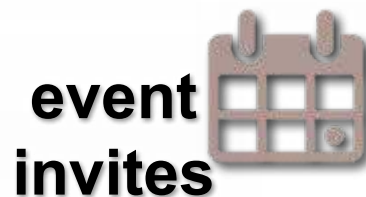
**discounts**



**downloads**



**B2B services**



**event  
invites**



**support  
a cause**



# Repurpose and Reuse Content – Event work flow



## Invitation



## + Social



## Homepage

East Bay Entrepreneur  
IT'S WHO YOU KNOW

Piedmont Avenue Consulting  
By Constant Contact

Social Media Social - Walnut Creek Professionals Business Networking Event

Constant Contact Email Marketing Workshop and Business Owners Networking Event at Laptop Lounge in Walnut Creek. This is a social networking event for San Francisco East Bay Area Entrepreneurs and Professionals to create new business and personal connections, find new clients, and identify business opportunities.

When: Monday January 28, 2013 from 5:00 PM to 7:00 PM PST  
Add to Calendar

Where: Laptop Lounge  
1701 N California Blvd  
Walnut Creek, CA 94596

Personal Information

\* First Name:

\* Last Name:

\* Email Address:

\* Confirm Email Address:

\* Please Create A Free 60 Day Constant Contact Trial Account For Me. After the Event you will then be Ready To Get Started! (No Credit Card Required)

☐ I'm already using Constant Contact and Loving It!

☐ Yes, Please set up a 60 Day Trial

☐ I want to Learn more about Constant Contact

Register Now

Business Information

## Registration

# I. Getting Started:

Create an event strategy which Includes the following elements:



**Where** will you hold the event? College campus, community center, local restaurant, country club? Where will you promote the event? **Secure a space.**



**Who** will be at this event? and how many people?



**Theme** for the event? Educational, live music, food, ambiance, social, business?



**When** during the year would the event be? Time your event announcements?



**What** does success look like? How will you measure it?



**Budget** for the event is based on? Charge for attending? Staffing resources?



**Partnerships & Sponsors** with media, alumni, local associations, etc.?

## 2. Setting Up Your Event: Event Website



### Event Website:

- ☐ Use your current business website?
- ☐ Create a new website (Wordpress, Wix)
- ☐ Create an event registration page (Constant Contact, Eventbrite)



### Website needs to include the following:

- ☐ Basic event details (event description, location, how to register, etc.)
- ☐ Integration of social media
- ☐ Focus on registrations
- ☐ Easy to tell multiple events apart (if you have other events listed on your page)

*Tip: do not post two of the same event at once.*



# Event Webpage Example: Contra Costa College

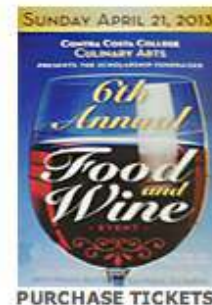


*What better way to spend a spring Sunday afternoon than tasting local delicacies and sipping California wines?*



2013 is the sixth year of the Annual Food and Wine Event hosted by the Culinary Arts Management Department of Contra Costa College. Featuring over fifty local restaurants and wineries, the popular sip and taste gala offers a delicious diversion featuring celebrity chefs, fine wines, artisan chocolates and old fashioned food entertainment including a spirited live auction, a designer cake walk and gourmet mystery bags. A silent auction will offer array of unique beverages,

adventures, dining and culinary accessories including artist



## UPDATES

Contact Us for inquiries, donations, and sponsors or participants.

[Download Event Flyer](#)

## 2. Setting Up Your Event: Ticket Registration



### **Ticket registration**

- ☐ Online ticketing
- ☐ Collect attendee data
- ☐ Don't ask too many questions
- ☐ If you charge a fee, try to collect on the spot
- ☐ Make sure a confirmation email goes out ASAP
- ☐ Optional: Pre-event survey (ask what they want and expect)



### **Add Registrants to Customer Loyalty Program:**

- ☐ Email marketing – Constant Contact
- ☐ Make sure to announce any major changes that are made to the event page once it's published.



# Eventbrite – Ticketing



# With Eventbrite you can:

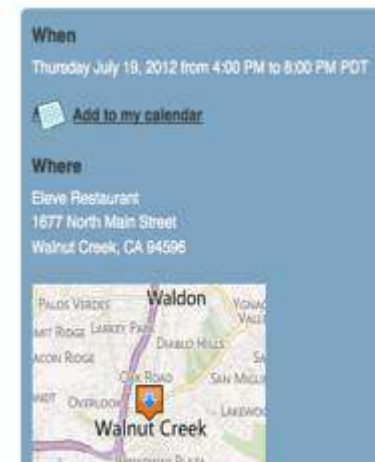
- ❑ Promote your event with personalized emails to reach more people
- ❑ Add events to search engines to gain traffic for your website
- ❑ Track attendance by selling tickets and managing registration
- ❑ Manage event entry with the Entry Manager app that checks people in and scans barcoded tickets through your phone

# 3. Event Promotion



**Event Calendar Sites, Social Media, Media Sponsors: Meetup, Constant Contact EventSpot, Eventbrite, Zvents, PlanCast, FullCalendar.com**

- Promote what you've got.
  - An event can attract more business.
- Collaborate with others.
  - Get other businesses, Charities, involved.
- Feature your calendar.
  - The internet is a great way to publicize!
- Drive pre-event and post-event traffic to your social media and websites
- Email Marketing Campaigns



## **Social Media Marketing Made Simple Followed By Networking Event**

Thursday July 19, 2012 from 4:00pm to 8:00pm

**Constant Contact Social Media Workshop Starts**

**@ Eleve Restaurant - 1677 North Main Street, W**

**This free event is the perfect combination of workshop and networking professionals. First, learn Social Media strategies (4:15pm-5:00pm), then the Constant Contact Workshop and then be social (5:15pm-8:00pm) drinks and Eleve Restaurant's elegant setting, during the Networking**



# 3. Event Promotion: Email Marketing



[PiedmontAve.com](#) 510.761.5895

[BRAND AWARENESS](#) | [LEAD GENERATION](#) | [CUSTOMER LOYALTY](#) | [CONTACT US](#)

### Upcoming Events:

**Discover the Hospitality Gems of the Tri-Valley**  
 Food & Wine Tastings ~ Social Media Marketing Experts Panel ~ Social & Business Networking  
 Cresta Blanca Ballroom - Robert Livermore Community Center  
 4444 East Avenue, Livermore, CA 94550  
 Wednesday 03/19/2013 from 4:30pm - 8:00pm

Discover the Hospitality Gems of the Tri-Valley on Tuesday, March 19th from 4:30-8:00PM in the Cresta Blanca Ballroom at the Robert Livermore Community Center. [Register now](#) for this perfect event to try Livermore Valley wines (Wente, Ravenswood Valor, Garre, Tenuta), taste gourmet cuisine

**David Mitroff, Ph.D.**  
[David@Piedmontave.com](mailto:David@Piedmontave.com)  
 510-761-5895

Piedmont Avenue Consulting was founded by David Mitroff, Ph.D., to meet the growing needs of the

[PiedmontAve.com](#) 510.761.5895

## TRES AGAVES TEQUILA TASTING EVENT

### VIP Tres Agaves Tequila Tasting Event

Thur. May 24, 2012 6pm to 8pm

We invite you to explore the origins of the Tres Agaves Tequila with other VIP's while enjoying four tequila tastings created by Elevé, along with a selection of food from Elevé Restaurant's award winning menu.

[Get more information](#)

This event is completely complimentary because of your relationship with David Mitroff, Ph.D., Piedmont Avenue Consulting, Walnut Creek Events, Eleve Restaurant, or Tres Agaves Tequila.

Piedmont Avenue Consulting was founded by David Mitroff, Ph.D., to meet the growing needs of the consulting relationships he has built with organizations and business owners in the San Francisco Bay Area and beyond over the last 15



# 3. Event Promotion: Twitter



Home Connect Discover Me Search

**Tweets**

- Following
- Followers
- Favorites
- Lists

**Tweet to Walnut Creek Events**

@WalnutCrkEvents

**Who to follow** · Refresh · View all

- ABC7 News** @abc7newsBay...  
Followed by Ken Jacobs and others  
Follow
- NBC Bay Area** @nbcbayarea  
Followed by Walnut Creek Events ...  
Follow
- People magazine** @people...  
Followed by Atish Sonkar and others  
Follow

Browse categories · Find friends

**Walnut Creek Events** @WalnutCrkEvents

Walnut Creek Events produces and provides listings of upcoming Walnut Creek Networking, Social, and Business events.  
Walnut Creek, CA 94596 · WalnutCreekEvents.com

28 TWEETS 109 FOLLOWING 745 FOLLOWERS

**Tweets**

- Walnut Creek Events** @WalnutCrkEvents 21 May  
Small Business Week - Is it in May or June? - Upcoming Events  
[#constantcontact conta.cc/16MGxbp](#)  
Expand
- Walnut Creek Events** @WalnutCrkEvents 15 Mar  
Success in 2013 = It's Who You Know! Upcoming Events  
[#constantcontact conta.cc/141IN1P](#)

# 3. Event Promotion: Facebook



facebook

Email or Phone  Password  [Log In](#)

☐ Keep me logged in [Forgot your password?](#)

**Walnut Creek Events is on Facebook.**

To connect with Walnut Creek Events, sign up for Facebook today.

[Sign Up](#) [Log In](#)

**Walnut Creek Events**

493 likes · 8 talking about this

Arts/Entertainment/Nightlife  
Walnut Creek, California 94596  
(510) 761-5895

[About](#) [Photos](#) [Likes](#) [Like us VIP / 3 Offers](#) [Join My List](#)

[Highlights](#)

# 3. Event Promotion: LinkedIn Groups



The screenshot shows the LinkedIn interface for a group named 'Walnut Creek Events'. The top navigation bar includes 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', 'Companies', 'News', and 'More'. The group's header features the 'Walnut Creek Events' logo and tabs for 'Discussions', 'Members', 'Promotions', 'Jobs', 'Search', 'Manage' (with a '23' badge), and 'More...'. A light blue banner advises users to 'Take a minute to set up your open group for success' with links to 'Modify write permissions in Group Settings »' and 'Edit your Group Rules »'. Below this, a 'Start:' section offers 'Discussion' (selected) and 'Poll' options. A discussion post by 'Your Activity' (a man's profile picture) reads: 'Make sure to use LinkedIn Groups and other Social Media platforms before, during, and after events!' with a '101' comment count. It includes a text area for 'Add more details...', an 'Attach a link' option, and a 'Share' button with social media icons. At the bottom, a 'Choose Your View' dropdown is visible, followed by a post snippet: 'See you Wednesday 5/29 at 5:30pm at the Event on Events in the Oakland Hills -'.



# 3. Event Promotion: Meetup Groups



The screenshot shows the Meetup page for 'Walnut Creek Events'. The header includes the Meetup logo, navigation links (Find, Start), and user information (David Mitroff, Ph.D.). The group name 'WALNUT CREEK EVENTS' is prominently displayed with a tree logo. Below the name, it says 'visit us at walnutcreekevents.com' and lists activities: 'Networking - Socializing - Live Music - And much more'. The page layout includes a sidebar with group statistics (309 members, 1 upcoming meetup, 30 past meetups), a main content area with a welcome message and details for a 'Morning Breakfast Mixer' event on May 10, and a right sidebar with 'What's new' featuring photos of attendees and new members.

**WALNUT CREEK EVENTS**  
visit us at [walnutcreekevents.com](http://walnutcreekevents.com)  
Networking - Socializing - Live Music - And much more

**Welcome, Walnut Creek Networkers: It's Who You Know**

**Morning Breakfast Mixer (9:45am-11:15am) @ Lafayette Park Hotel**  
Lafayette Park Hotel: Duck Club Restaurant  
3287 Mount Diablo Boulevard, Lafayette, CA (map)  
Fri May 10 9:45 AM  
1 attending  
2 spots left  
0 comments

**Recent Meetups**

Event	Attendees	Date
Morning Breakfast Mixer (9:45am-11:15am) @ Lafayette Park Hotel	1 attending	Fri Jun 14, 9:45 AM
Morning Breakfast Mixer (9:45am-11:15am) @ Lafayette Park Hotel	1 attending	Fri Jul 12, 9:45 AM
Morning Breakfast Mixer (9:45am-11:15am) @ Lafayette Park Hotel	1 attending	Fri Aug 9, 9:45 AM



# Meetup



## About Meetup

**Meetup** is the world's largest network of local groups. Meetup makes it easy for anyone to organize a local group or find one of the thousands already meeting up face-to-face. More than 9,000 groups get together in local communities each day, each one with the goal of improving themselves or their communities.

**Meetup's mission** is to revitalize local community and help people around the world self-organize. Meetup believes that people can change their personal world, or the whole world, by organizing themselves into groups that are powerful enough to make a difference.

Learn more on the [Meetup HQ Blog](#).

**Members**  
15.92 million

**Meetup Groups**  
142,319


**Countries**  
196

**Monthly Meetups**  
315,827

**Monthly RSVPs**  
2.07 million

**Meetups Happening Now**  
3,226

# Meetup Event Details

**Find**  
a Meetup Group

**Start**  
a Meetup Group

What's new About Login Sign up English

## Entrepreneur & Small Business Academy

Home Members Sponsors Photos Pages Discussions More

Join us!



**Berkeley, CA**  
Founded Nov 2, 2006

About us...

Entrepreneurs	2,644
Group reviews	137
Past Meetups	88
Our calendar	

**Organizers:**  
Patrick  
Schwerdtfeg-



### Berkeley Marketing Workshop - Grow Your Business with Email and Social Media

February 5 · 2:00 PM  
Berkeley Public Library

Learn how to leverage social media for engagement marketing. Get your customers to repeat business by utilizing email marketing techniques and creating customer loyalty programs. Understand how to follow-up after an event to maximize customer retention. David Mitroff, Ph.D. will give a presentation on building an online presence. Attendees will learn a comprehensive approach to manage and protect their online presence in a positive manner with marketing and the proper use of social media. Attendees will possess all the tools necessary in order to maintain their reputation in a professional, affordable way.

**Register Now!**

Date & time: An RSVP on Meetup does not guarantee admission. Please **RSVP**

**47 attended**

David Mitroff,  
Ph.D. +35  
EVENT HOST

ginger parnes

Bernadette Yee

Tess Blengino

Ebony

Miriam R L  
Petruck



# 3. Event Promotion: Checklist



- ☐ Getting the word out about your business? Events are current and show up today in search engine results!
- ☐ Current events show up higher in Social Media results (Event Posted on Facebook, Twitter, LinkedIn?)
- ☐ Event sites empower event organizers to become more efficient and effective when bringing people together. (Have a Meetup group?)
- ☐ Event Sites allow you promote and track your attendance to see how many people are coming to your event.
- ☐ Many services have mobile applications to check people in and scan barcoded tickets through your phone.
- ☐ People everywhere are searching (GOOGLE) to discover great events that matter to them... why not have one?
- ☐ Event Calendar on company website? Is the calendar interactive? Is the calendar updated often? On local event sites? Sfgate? Zvents? Eventful?

# 3. Event Promotion: FullCalendar.com



## FullCalendar Event Promotion Service

### Directory

Looking for  
something to do?

Browse organizations & venues in the  
**SF Bay Area metro:**  
[Change metro](#)

#### ■ By Type

- Performing arts
- Pop entertainment
- Work-related
- Sports & recreation
- General Interest
- Special interest (hobbies, etc)
- Schools
- Kids

#### ■ By City

#### ■ By Name

-- Search --

Go

\* 2000-char version Characters left: 2000 See where this is sent, and some examples (pop-up)

On Thursday September 27, Join 200+ people at Cityline Event Center in Emeryville for a FREE (with RSVP at <http://www.cityline.eventbrite.com>) Social Media Constant Contact Workshop and Business Networking Event hosted by Walnut Creek Events, East Bay Entrepreneur and Piedmont Avenue Consulting.

Please visit <http://www.Cityline.Eventbrite.com> for more information and to RSVP.

This Event on Thursday Sept. 27, 2012 from 5:30pm til 8:30pm at Cityline Event Center in Emeryville is perfect for San Francisco Bay Area professionals who want to connect with other professionals while enjoying Cityline's Beautiful space. Please arrive early, as we expect a lot of people! Doors open at 5:30pm.

Don't miss this opportunity to be social and meet new people at Cityline Event Center on the Emeryville / Oakland border. Make new business and personal connections. The night will start with Social Media Experts David Mitroff and Patrick Schwerdtfeger speaking, followed by the Social and Business Networking.

Opened in January 2012, Cityline Event Center ([www.CitylineEventCenter.com](http://www.CitylineEventCenter.com)) located at 3601 San Pablo Avenue, Emeryville, CA 94608 is the ideal venue for weddings, private parties, corporate events, fundraisers, and more. Located on the Emeryville / Oakland Border, Cityline Event Center provides the perfect environment for networking events.

Network, learn and socialize with other professionals, successful entrepreneurs, business owners, attorneys, bankers, real estate developers, physicians, technology gurus, sales and marketing experts and other San Francisco Bay Area professionals.

Walnut Creek Events provides an environment that makes it fun to connect with others, including a red carpet entrance with photos, happy hour drinks all night and raffles from our sponsors including Constant Contact, Piedmont Avenue Consulting, Patrick Schwerdtfeger, Cityline Event Center, Sexy In Her Skin Photography Angie Capri.

\* 700-char version Characters left: 700 See where this is sent, and some examples (pop-up)

Join 200+ people on Thursday September 27th at Cityline Event Center in Emeryville for a FREE (RSVP at <http://www.cityline.eventbrite.com>) Constant Contact Social Media Workshop and Business Networking Event hosted by Walnut Creek Events, East Bay Entrepreneur and Piedmont Avenue Consulting.

The night will start with Social Media Experts David Mitroff and Patrick Schwerdtfeger speaking, followed by the Social and Business Networking.

FREE with RSVP at <http://www.cityline.eventbrite.com>.

Cityline Event Center ([www.CitylineEventCenter.com](http://www.CitylineEventCenter.com)) located at 3601 San Pablo Avenue, Emeryville, CA 94608 is the ideal venue for weddings, private parties, corporate events, fundraisers and more.

\* 150-char version Characters left: 150 See where this is sent, and some examples (pop-up)

This small version should be only one paragraph. If you enter more than one, they will be joined together before sending out.

Cityline Event Center is the perfect Emeryville event space for Business Networking Event on Sept. 27th with Social Media Expert David Mitroff.

# 4. Timeline of Event

- ❑ **60+ days:** Strategy and Secure space (Budget, Staffing, Create Website / Ticketing, Contact Media, Obtain Sponsors, etc.)
- ❑ **45 days:** Email Marketing and Social Media Marketing (facebook, twitter, linkedin, meetup groups, etc.)
- ❑ **15 days:** Send reminder email and repost/update Social Media. Confirm with staff and volunteers. Walkthrough of the space. Announce any new sponsors or raffle prizes that are consistent with the theme of event.
- ❑ **Week of event:** Send email to specific groups (VIP's, Media, etc.) of people that you really want to come to your event.
- ❑ **Day before event:** Send reminder emails.

# 5. Day of Event

- ❑ Print out attendee, Check people in and confirm info. Be prepared to collect walk-in's info. Collect business cards for raffle

Activities at the Event:

- ❑ **Fundraising**
- ❑ **How collect money at Event**
- ❑ **Selling Products at the Event**

## How Many No Shows?

- ❑ FREE Event:  
40% to 60% of RSVP's attend
- ❑ Pre-PAID Event:  
85% of RSVP's attend

# 6. Post-Event Follow up Procedures

## **1-2 days following the event:**

- ☐ Send email to all REGISTERED attendees (not just people who actually attended) to thank them for attending.
- ☐ Link to pictures from the event,
- ☐ Provide an incentive to participate in a survey
- ☐ Ask people to post, tweet, comment about their experience.
- ☐ If you gave a presentation, Link to copy of the presentation.
- ☐ Emphasize a call to action: Why did you have the event?
- ☐ If you have another event coming up - mention it.

# 7. Making it easy!

## Constant Contact – Events Made Simple

One stop shop... all integrated

- Email Marketing
- Event Marketing
- Social Media
- Surveys



### Promote

Use templates to create event [invitations](#) and [webpages](#) that make you stand out; share your event with easy social sharing tools.



### Collect

Create [registration forms](#), accept online registrations 24/7, and [process payments](#), so you can get all the attendee info you need for seamless online event management.



### Track

No spreadsheets needed: track RSVPs, attendee preferences, payments (who has or hasn't paid) with our easy-to-read [reports](#), and issue [tickets](#) online.



# Event workflow



## Invitation



## + Social



## Homepage

**Social Media Social - Walnut Creek Professionals Business Networking Event**

Constant Contact Email Marketing Workshop and Business Owners Networking Event at Laptop Lounge in Walnut Creek. This is a social networking event for San Francisco East Bay Area Entrepreneurs and Professionals to create new business and personal connections, find new clients, and identify business opportunities.

**When:** Monday, January 28, 2013 from 5:00 PM to 7:00 PM PST  
[Add to Calendar](#)

**Where:** Laptop Lounge  
1701 N California Blvd  
Walnut Creek, CA 94596

**Personal Information**

\* First Name:

\* Last Name:

\* Email Address:

\* Confirm Email Address:

\* Please Create A Free 60 Day Constant Contact Trial Account For Me. After the Event you will then be Ready To Get Started! (No Credit Card Required)

☐ I'm already using Constant Contact and Loving It!

☐ Yes, Please set up a 60 Day Trial

☐ I want to Learn more about Constant Contact

[Register Now!](#)

**Business Information**

## Registration



**EventSpot™**  
from Constant Contact®

# Ways to Connect...

## David Mitroff, Ph.D.

Founder, Chief Consultant | Piedmont Avenue Consulting



[David@PiedmontAve.com](mailto:David@PiedmontAve.com)



[fb.com/PiedmontAve](https://fb.com/PiedmontAve)



[twitter.com/DavidMitroff](https://twitter.com/DavidMitroff)



[linkedin.com/in/DavidMitroff](https://linkedin.com/in/DavidMitroff)



### Upcoming Events

[www.WalnutCreekEvents.org](http://www.WalnutCreekEvents.org)  
[www.EastBayEntrepreneur.com](http://www.EastBayEntrepreneur.com)