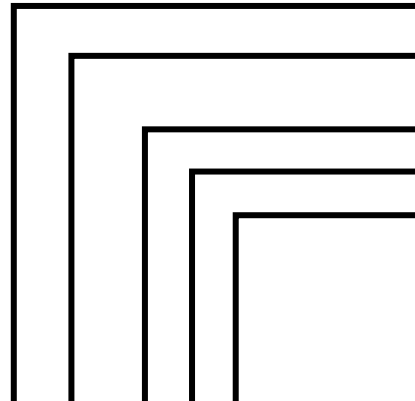
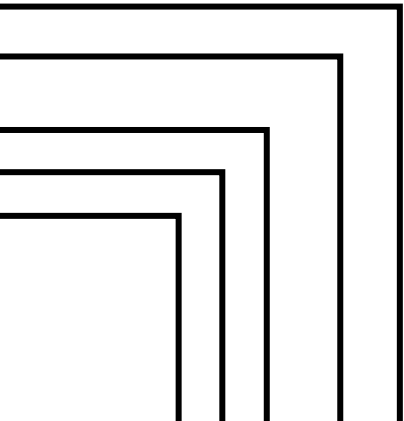


How to Make a **Virtual Event** for Your Business

David Mitroff, Ph.D.





Perfection is not attainable,
but if we *chase perfection*
we can *catch excellence*.



Vince Lombardi

Checkpoints

Brief Review

Content – Repurpose

Events

1. Benefits of Events
2. Getting Started
3. Event Themes
4. Elements of Engagement
5. Tools
6. Marketing Your Event
7. Day of Event
8. Post-Event Follow up

Start, Grow, and Sell Your Business



Where are you today?



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

Walnut Creek Green Business Expo & Networking Event
5:30pm to 8:30pm

RSVP NOW for complimentary tickets

Green Business Event
Nov. 14th
5:30pm to 8:30pm

Think Workshop, Walnut Creek

Invitation

Walnut Creek Events shared a link.
December 6, 2012

Complimentary SF Social Media Workshop & French Bistro Tasting Event 12/18 <http://conta.cc/TN7Uru>

Register for Social Media Workshop & French Bistro Tasting Event
conta.cc

Like · Comment · Share

+ Social

Social Media Social - Walnut Creek Professionals Business Networking Event

Monday, January 28, 2013 from 5:00 PM to 7:00 PM (PST)

Constant Contact Email Marketing Workshop Starts Promptly at 6:00pm.

Laptop Lounge is located at 1701 N. California Blvd, Walnut Creek, CA 94596

Registration Now

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.

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

Registration Now

Registration

Why Create an Event?

- ❖ Reinforcement and enhancement of brand awareness - Throwing an event will help you get your company in the eye of more people.
- ❖ Lead generation - You are able to target people and follow up with them after the event.
- ❖ Creation of better relationships - Meet people who are interested in similar things as you and your business.
- ❖ Collaboration with others and development of partnerships
- ❖ Letting your audience know what's going on - Use Social Media to publicize and make it easy for your audience to find out what's going on with your business.



Biggest Fear: *What if no one comes to my event?*

Getting Started



WHO will be at the event? How many people?



THEME for the Event? Educational, food, 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? Charge for attendance?



PARTNERSHIPS & SPONSORS with media, alumni, local associations, etc.?

Setting Up Your Event: *Event Website*

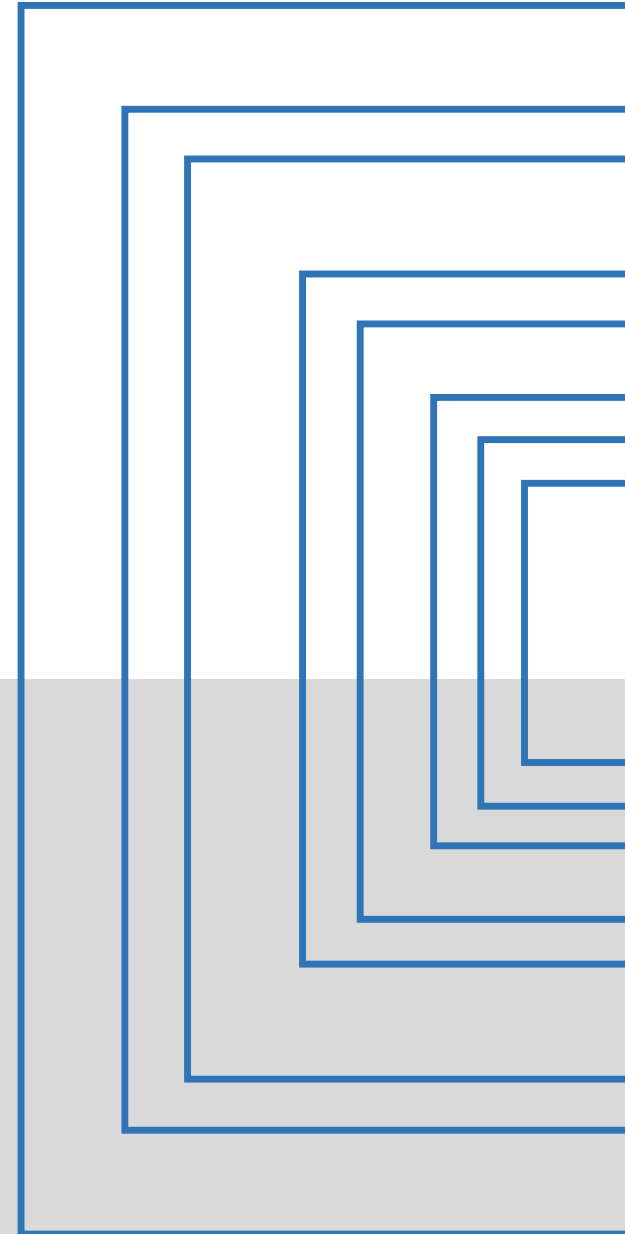
Use your *current business website*?

Create a *new website*? (Wordpress or Wix)

Create an event registration page (Constant Contact, Eventbrite)

Website must include the following:

- ✓ Basic Event details
 - Event Description
 - Location
 - How to Register etc.
- ✓ Integration of Social Media
- ✓ Focus on Registrations



Event Page Examples



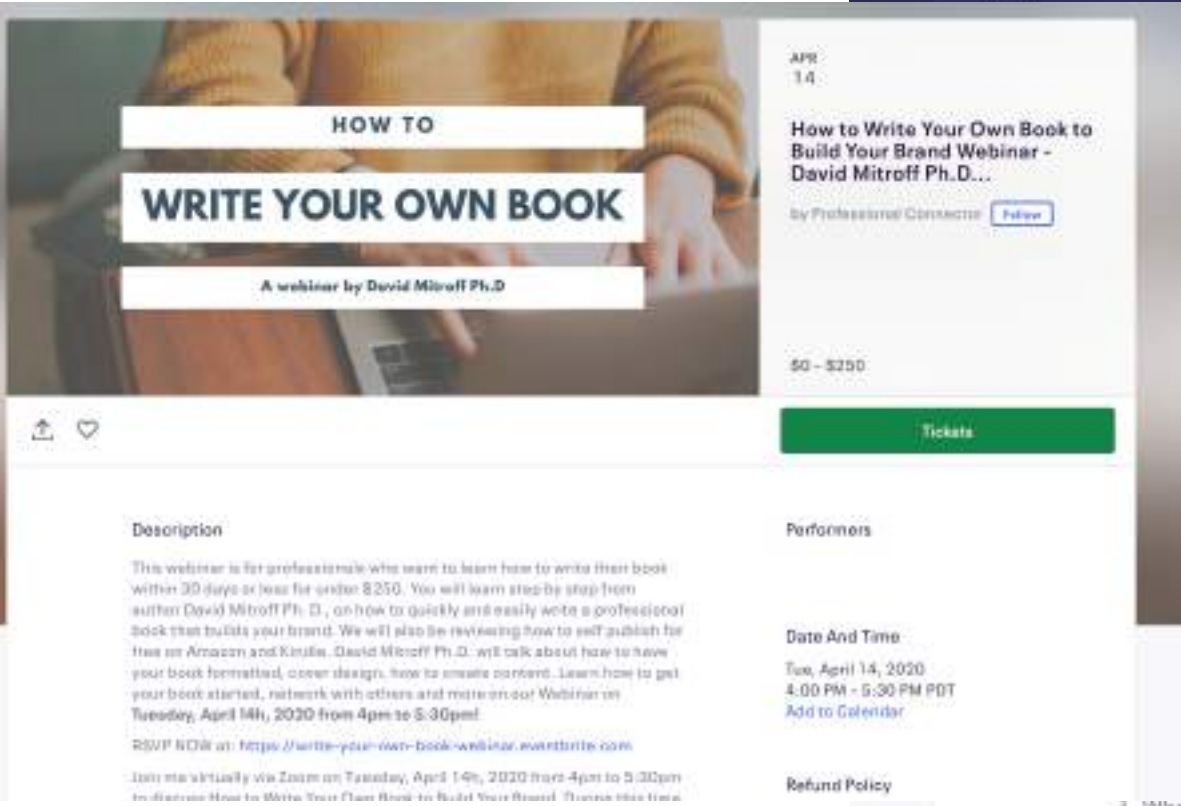
LEARN AI IN 60 MINUTES
AN INTRODUCTION TO ARTIFICIAL INTELLIGENCE

APR 15

Learn AI In 60 Minutes
by A.I. For Anyone & Mark Cuban Foundation

Free

Follow



HOW TO WRITE YOUR OWN BOOK
A webinar by David Mitroff Ph.D.

APR 14

How to Write Your Own Book to Build Your Brand Webinar - David Mitroff Ph.D...
By Professional Connector [Follow](#)

\$0 - \$250

[Tickets](#)

Description

This webinar is for professionals who want to learn how to write their book within 30 days or less for under \$250. You will learn step-by-step from author David Mitroff Ph.D., on how to quickly and easily write a professional book that builds your brand. We will also be reviewing how to self-publish for free on Amazon and Kindle. David Mitroff Ph.D. will talk about how to have your book formatted, cover design, how to create content. Learn how to get your book started, network with others and more on our Webinar on Tuesday, April 14th, 2020 from 4pm to 5:30pm.

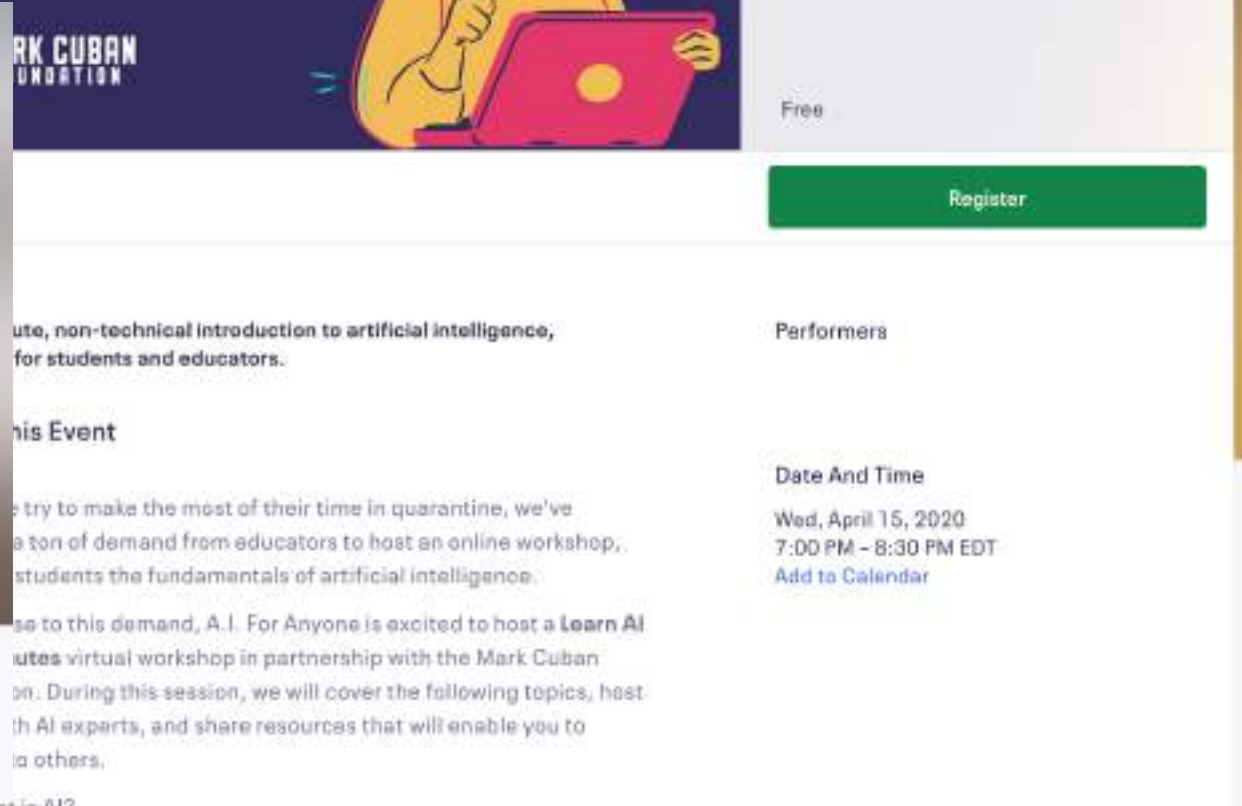
RSVP NOW at: <https://write-your-own-book-webinar.eventbrite.com>

Join us virtually via Zoom on Tuesday, April 14th, 2020 from 4pm to 5:30pm to discover How to Write Your Own Book to Build Your Brand. [Share this link](#)

Performers

Date And Time
Tue, April 14, 2020
4:00 PM - 5:30 PM PDT
[Add to Calendar](#)

Refund Policy



MARK CUBAN FOUNDATION

Learn AI in 60 Minutes
by A.I. For Anyone & Mark Cuban Foundation

Free

[Register](#)

Performers

Date And Time
Wed, April 15, 2020
7:00 PM - 8:30 PM EDT
[Add to Calendar](#)

Description

...ute, non-technical introduction to artificial intelligence, for students and educators.

This Event

...e try to make the most of their time in quarantine, we've seen a ton of demand from educators to host an online workshop, and students the fundamentals of artificial intelligence.

...as to this demand, A.I. For Anyone is excited to host a **Learn AI in 60 Minutes** virtual workshop in partnership with the Mark Cuban Foundation. During this session, we will cover the following topics, host with AI experts, and share resources that will enable you to do more for others.

1. What is AI?

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.

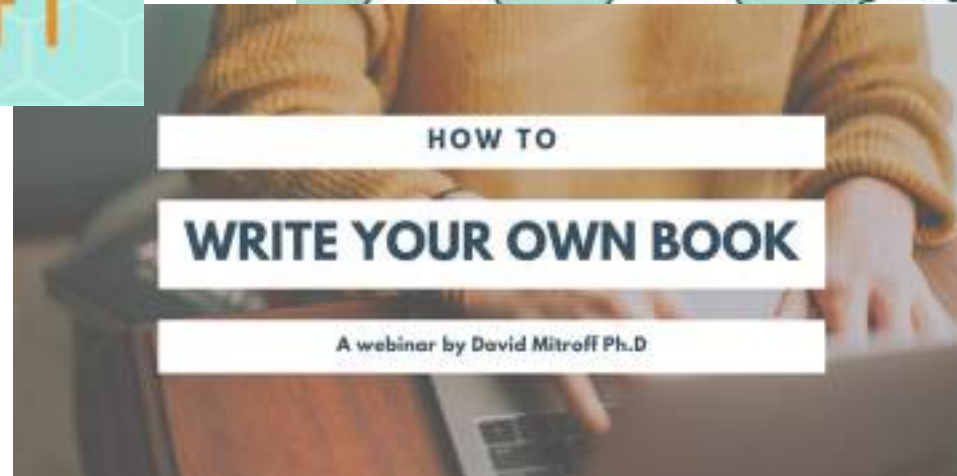




- Promote your event with personalized emails to reach more people
- Add events to search engines to gain traffic for your website
- Track attendance by selling tickets and managing registration

03

Event *Themes*



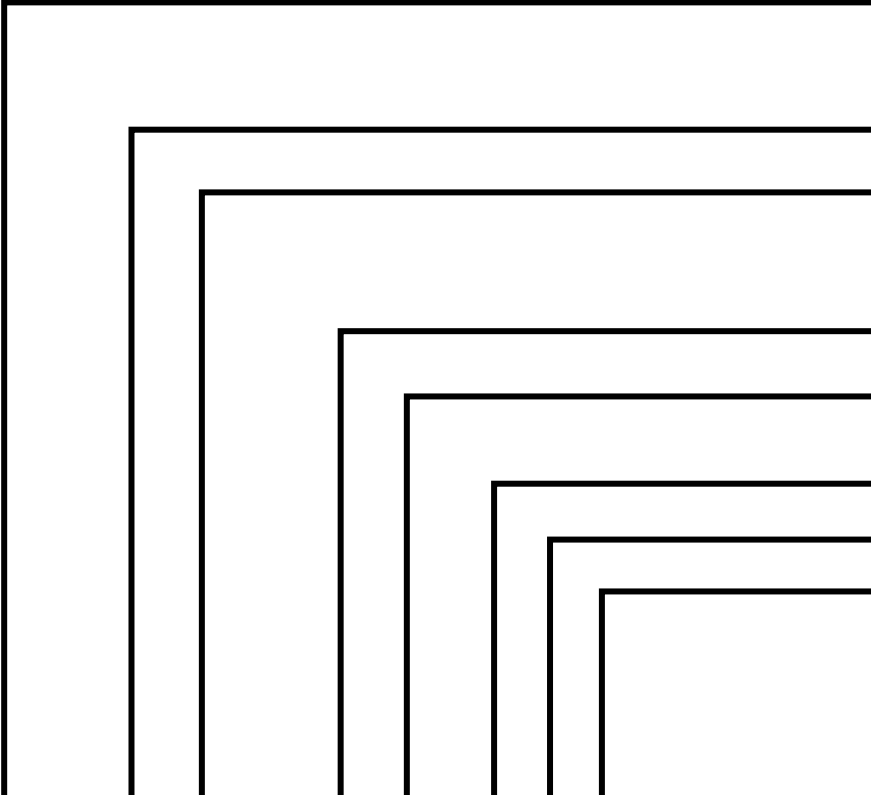
Event Theme

Attendees should be able to leave
with something, whether it be
new connections or knowledge

04

Elements of *Engagement*

Elements of Engagement



Conduct a Presentation

***Guide attendees through
connection exercises***

Open a Discussion

Expert Panels

05

Hosting *TOOLS*



Tools

06

Marketing your event

Event Marketing



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?)
- Created a meetup group?
- Event Calendar on company website? Is the calendar interactive? Is the calendar updated often?
- Your social media links and links to company website are on event pages and attached to all promotion material? (Social Media posts, event descriptions)



Top Ways to Promote Your Event

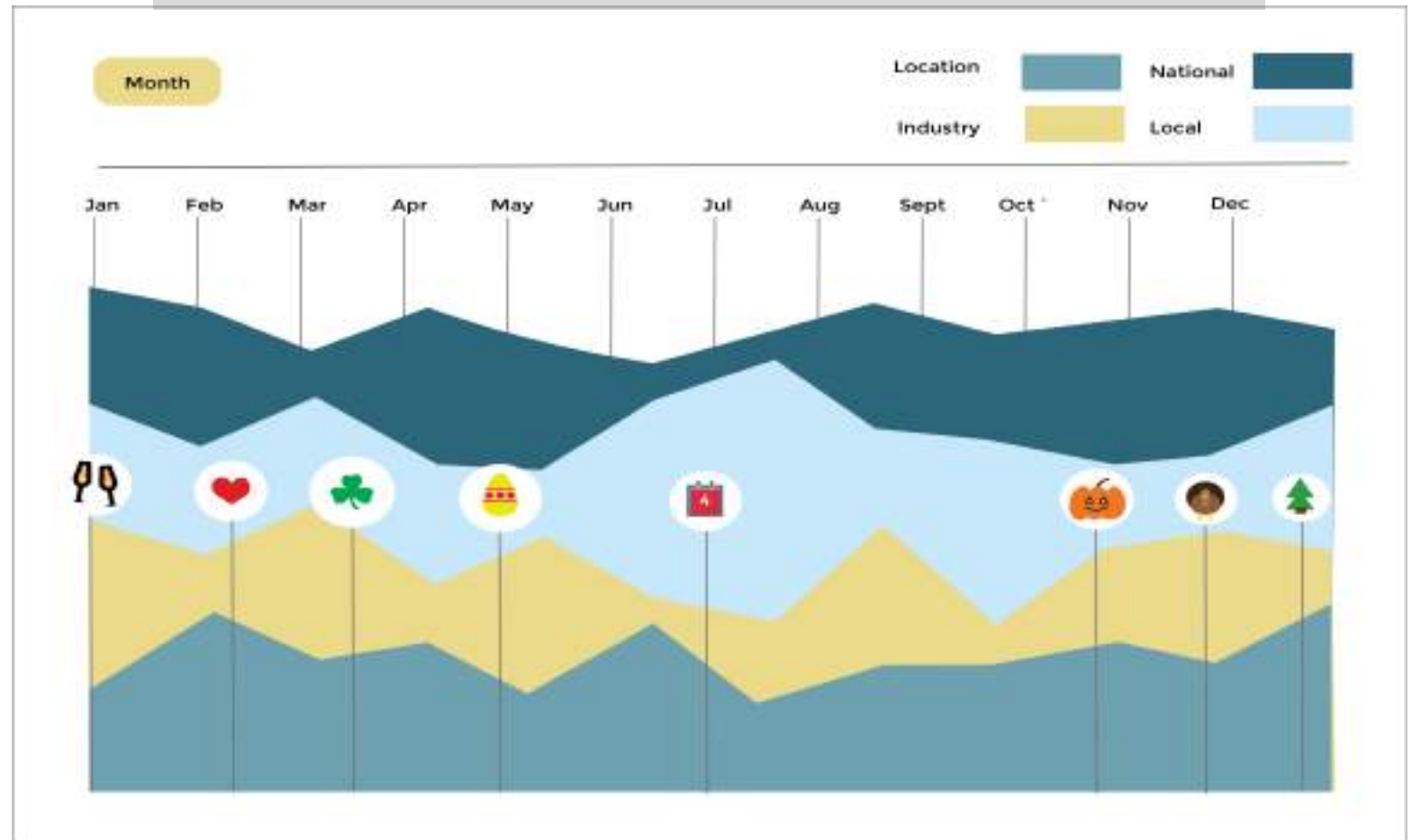
- LinkedIn Events
- Facebook Events
- Tweet-based
- Instagram or Pinterest
- Online registration ticketing platforms
- Team up with a Non-Profit
- Online promotion
- Using Email to Promote an Event
- Get listed on Event Calendars
- Using Media Sponsors
- Livestream events
- Follow back/Socialize for Feedback

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 collaborators and volunteers. 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.

12 Month Marketing Calendar

National Holidays
Local Holidays / Events
Industry Related
Location Based





About Meetup

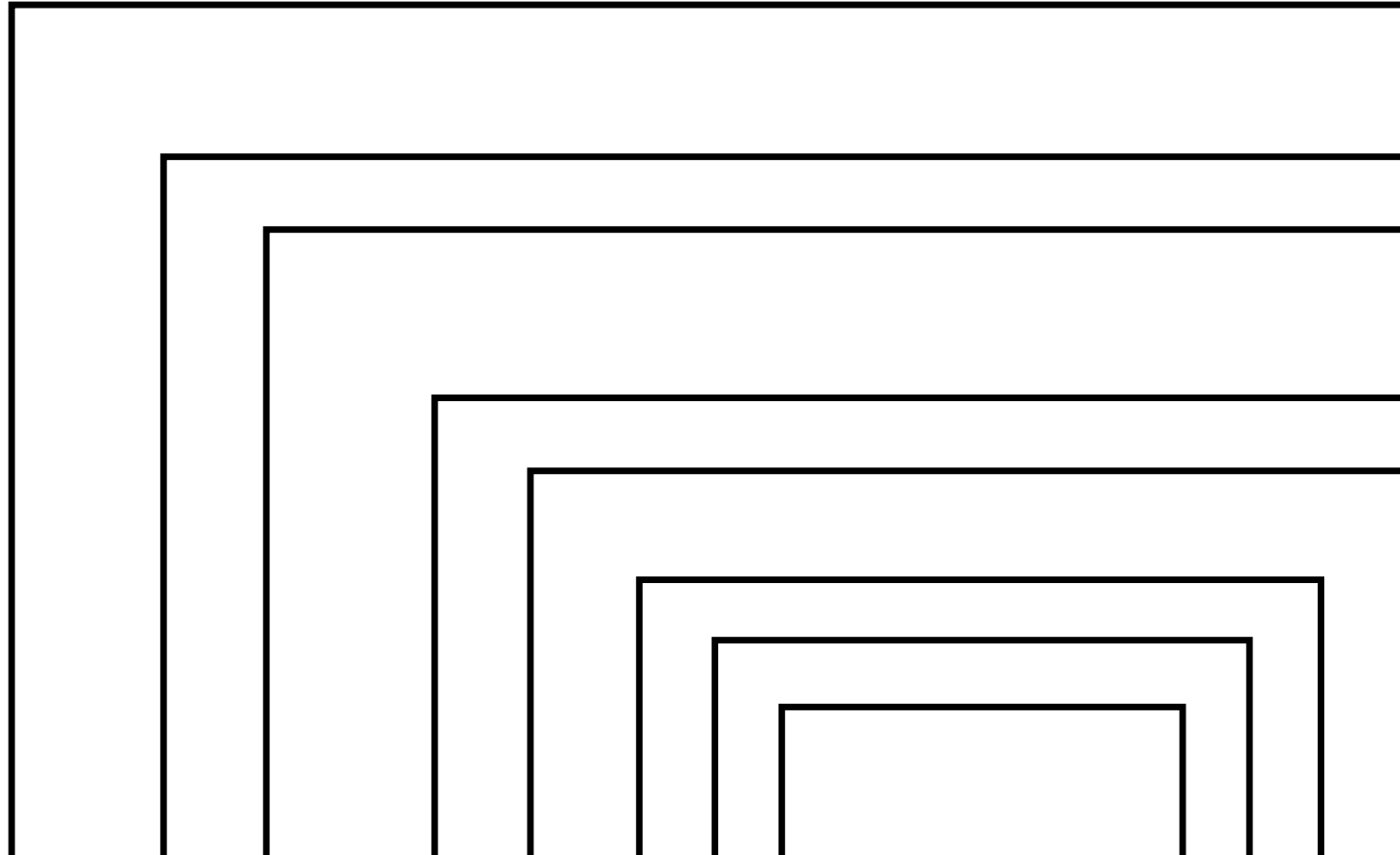
Meetup is the world's largest network of local groups. Meetup makes it easy for anyone to organize a local group or find one of the thousands already meeting up face-to-face. More than 9,000 groups get together in local communities each day, each one with the goal of improving themselves or their communities.

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	Meetup Groups	Countries	Monthly Meetups	Monthly RSVPs	Meetups Happening Now
15.92 million	142,319	196	315,827	2.07 million	3,226

Day of Event



Day of Event: Checklist

- Reminder of event posted on social media
- Send a reminder email to attendees with the needed link to join the virtual event
- Anticipate attendees who registered the day of and make sure to they can join
- Monitoring the event to make sure you can address technical difficulties, attendees can join the virtual event
- Encourage use of social media

Activities at the Event:

- Attendees give short introductions
- Giving a topic to discuss for the night
- Discuss in big groups and do break out groups

08

Follow-up

Post-Event Follow Up

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.

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.

Networking Do's and Don'ts


• **Do's:**

- Discuss commonalities
- Be a listener
- Ask questions
- Give out contact information when appropriate
- Connect with people on LinkedIn
- Follow up within 72 hours
- Focus on quality, not quantity

• **Don'ts:**

- Don't be a card dealer
- Do not be a “product pusher”
- Don't be a stalker
- Don't ask for a job
- Don't spend all your time with friends
- Don't discuss inappropriate topics
- Don't brag

Keep In Touch

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 www.PiedmontAve.com

These books are designed to make an impact.
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Learn more at
piedmontave.com/marketing-book

