



SUCCESSFUL CHAMBER Event Marketing

➤ Successful Chamber Event Marketing Checklist



Getting Eyes & Ears on Your Events

- ☑ Send out an email blast to your membership!
- ☑ Share the event on your social media networks. It's important to do this multiple times, once to announce it, then once a week before, 3 days before, and once on the day of.
- ☑ For your larger events, give member businesses digital & print fliers to entice people to attend. The best way to get someone to attend is if somebody they know invited them.
- ☑ Add an alert, slider, or clearly visible image on your website homepage promoting the event. Link it to the registration or ticket link.
- ☑ Have your ambassadors personally hand out event invites to their networks. Give them a limited number of free passes to use at their discretion.
- ☑ Blog about the event!
- ☑ Ask your staff, key members, sponsors, and your community connections to talk about the event on social media. Send them an email with a request that they make a post or two during the week of the event to build hype.
- ☑ List it on your website calendar or any other local calendars.
- ☑ Mention the event to everyone you speak on the phone with and personally invite them to come.
- ☑ Add the event registration link to your email signature.
- ☑ Create a custom Facebook profile frame for your event and share it with staff, sponsors, and your network influencers. Have it mention that they are attending.
- ☑ Last but not least you should announce your next event during your previous one. Nothing better than announcing an event during an already successful one.

Increasing the Value of Your Events

- ✔ When you have the majority of your registrations before the event, take some time to think of some matches to make. Connect members who you think will vibe well or have good conversation based on their industries or experiences. A sticky note in your pocket with some name pairs will do!
- ✔ In the messaging for the event, make it very clear what's in it for the attendees. What will they see, what kind of people will attend, what they will learn, and what benefits they will receive.
- ✔ Arrange a few speakers to teach or educate members on current news, trends, or technology. Digital marketers are a great choice.
- ✔ Engage on social media, if you find a conversation about the event anywhere online, join in and participate.
- ✔ Have a contest to redesign the event logo, this will both engage the community and give an updated fresh look to the event.
- ✔ Have an interview station at the event, members love to be heard, and your chamber will have great snapshots to share in the future.
- ✔ Highlight some achievements of choice chamber members, business or personal. Look for stories where one person has helped another.
- ✔ Share testimonials on social media and your website about previous events.
- ✔ Post photos of previous events of its kind to social media.
- ✔ Create a blog article all about the event featuring an FAQ section.
- ✔ Create a charitable or human interest connection to the event, then donate a portion of that. Approach local media about this story and have them cover it. Go to local newspapers, radio, and television.
- ✔ When it's all over, follow up with a few key attendees. See what they liked or disliked about the event and ask for suggestions. Make sure you keep these in mind for the next event.
- ✔ Create a wrap up post and video showing the key parts of the event. Show what a good time everyone had so those who didn't go know to be at the next one!

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A Memo from Wayne Harris, IOM:

The key to a successful event attendance is proper outreach, and building a local culture of attendance. Utilizing most or all of the successful channels below will ensure a maximum amount of local eyes and ears on your event. If you pair that with building up the value packed reputation of the events in order to ensure desirability, you will have a successful event on your hands with attendees ready to engage with your chamber.

Who Are We?

Harris Chamber Team Is the leader in fundraising for Chambers of Commerce. We provide an array of Publications, Directories, Area Guides, Maps, Web Design tailored to perfection for Chambers of Commerce, and much more. Nobody can compete with our numbers, give us a call to see how we can take your fundraising to the next level. Our services are at no cost to the chamber.

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