



Email based event promotion - a management brief

At PRL we have helped many companies host more successful seminars and events than previously thought possible. This has been achieved using email as the sole mechanism for promoting the event and ensuring actual attendance from people registered.

As you'll see from this brief document there are a number of activities that PRL performs exceptionally well which make our event promotion significantly more successful than any other means.

So why use email to promote events?

Hosting a successful event, well attended by the right people, typically involves a great deal of hard work. Postal mailings need to be arranged well in advance and telesales activity scheduled to follow up and ensure a decent attendance.

Much of the hard work and expense can be automated using email. By using our 'four stage' process described below we can double attendance rates at a greatly reduced cost.

Our process has also been proven to be repeatable. You can email the same database multiple times, with different venues and continue to obtain high attendance rates.

Which events are suited to promotion via email?

Email based event promotion works well for all of the following types of events:

- Client based seminars and product launches – the most successful are hosted at interesting locations where we always manage to fill the event to capacity.
- Conferences and exhibitions - where the email series is typically used to invite the recipient to visit the clients stand, sometimes on an appointment basis.
- Conference calls and webinars – used widely in the financial sector and with public companies to present results.
- Dinners and social events – used to help build up a network and promote on a low key basis.

Promoting the event

The four stage process

After we have selected the appropriate audience from your data by job title, geographical location or any other criteria and de-duplicated it so each person gets only one invite, we embark on a series of emails on your behalf.

There are typically four stages involved in the successful promotion of an event:

1. **The Invite** – The event can be announced either via a newsletter which is HTML based, graphical in nature and includes the company branding or alternatively as a 'personal' invite where the message is plain text and looks hand written. The newsletter approach is more applicable to conference calls and webinars and the personal invite to seminars.
2. **Personal follow up** – Anyone who didn't reply to the first email will then be sent a follow up email. This can be sent as a 'forwarded' version of the previous email. The idea is to give the impression that the sender has noticed that they did not hear from the recipient and just wanted to check if they can make it. This gives a gentle nudge and results in a 60% increase in registrations.
3. **Agenda confirmation/reminder to attend** - The day before the seminar all of the people who have responded positively are emailed reminding them of the details of the seminar. This gives them a gentle push and is far more effective than a telephone call.
4. **Request for feedback** - Finally after the event an email is sent to all attendees requesting that they fill in a web based questionnaire. Our system, using a web form pre-completed with the attendee's information, is particularly effective at achieving a high response rate.

The actual promotion may not involve all of these stages – for example if a highly personalised email fills the event using just the invite then there is no need to send out a follow-up email. In fact, as soon as the event is full we stop sending out the emails, emailing the remaining contacts at a later date with details of another event.

When we promote seminars typically we double the attendance and at the same time significantly lower the promotion cost.

What does PRL offer?

The PRL event promotion methodology involves several key differentiators.

Web Pages

We host a set of event web pages for you, which we can create quickly and easily – generally in less than two days. All of these pages are branded so that they appear as though they are hosted on your company site:

- **Event details** – We create one or more branded pages showing the information for the event. This normally includes an overview, agenda, maps and a link to the registration page.

- **Attendee registration** – Registration must be quick and easy. Using our system the attendee simply clicks on a link in the email and they are taken to a form with their details pre-populated. This has shown to be significantly more successful (84%+) than asking the recipient to fill in a form manually.
- **Post event questionnaire** – After the event you may want to find out what the attendee thought and to see if they need any further information. This page is again pre-populated with their information, which means it typically takes less than one minute to complete – the reason we have a high success rate.

The information from the Registration and Questionnaire forms is written to a database and can be downloaded by you at any point to be imported into your CRM or other system. This also simplifies many tasks such as printing personalised information packs, badges, etc.

Services

In addition we carry out a whole host of services that are very much behind the scenes but will make a huge difference to your campaign:

- **Personalisation** – All of our messages have a high degree of personalisation using products purchased, last spoken dates, geographies, etc. The goal is to make the message look hand-written so the recipient opens it and reads it.
- **Design and Copy** – If you want us to help you either write the text or design the HTML for the email then our in-house copy and design team will do this for you.
- **Targeting** – For most clients we profile their data using criteria relevant to the event in terms of geography and content, typically using postcodes and job titles. A blanket mailing inviting people in Scotland to a seminar in London does nothing to help build a relationship.
- **Subscription management** – It is important to fill an event but it is also important not to oversubscribe it. We deliver messages in batches until targets are met in order to avoid this.
- **On-line reporting** - Our reporting is both comprehensive and easy to use. We show multiple views of your campaign so that you can see how successful it has been.
- **Campaign data** - All of your data including registrations, questionnaire feedback, bounces, etc. is available for download.

So how do I get started?

It is both quick and easy to promote an event with PRL. Typically we start out with a trial promotion where we demonstrate our capabilities, how powerful our methodologies are and the results they can deliver.

To start out please either email our team at marketing@promotions-reliability.co.uk or call us on +44 (0)1462 455481.