EVENT MARKETING STRATEGIES

Ensure non-competing events	Check all community calendars and game schedules
Venue	Partner with venue to help promote the event
Invitations	Women's restrooms, High end restaurants and retail
	Compelling invites – cellophane wrap/add chocolates
	Invitation Mailing
Center of Influence Promo	Invitation Mailing
	Binder promotion (tool to promote COI's)
	Coffee meetings
	Emails
	Phone calls
Eventbrite	Open publicly when ready
	Email promo & reminder emails
	Capture how they heard about event
	Target local neighborhoods
Target complimentary groups	i.e., Divorce care programs at churches (CPC, Grace, Wooddale, Northfield)
	Use any connections you have to the complimentary groups to get you an "in" – i.e.,

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	promoted at Rediscovering U (divorce organization) retreat and they posted the event to their business page, send emails to their contacts
	If you are invited to a complimentary group event, ensure you have invitations, proper signage/display and a sign-up sheet so you can quicly gather RSVPs
Community Calendar Promotions	Minnesota Calendar KTIS Calendar
Social Media	Twitter – Public promo
	Facebook page
	Encourage friends and family to share on their Facebook pages
	Designed, boosted Facebook Post on Business Page – Targeted to the likes/cares audience
	Website promotions
	LinkedIn posts
	Encourage friends and family to like the LinkedIn post as it will show up on their connection's news feed
	LinkedIn event (list under "Project" section)
Leverage Non-Profit Connections to Promote Event	Non-Profits where cause is related to your event – i.e., Bridging the Gap

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	They can do social media posts, emails to employees or emails to database
Call Campaign	Call your connections and personally invite them
	Reminder calls to your contacts to ensure they attend
Gifts for guests	Provide them something they will remember you by and fits event theme – i.e., SPA baskets

These are event strategies customized for a non-financial event. Many of these deliverables may still be used for industries that have regulations.

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