

Top Ten Event Marketing Must-dos

This document has been prepared by the ABPCO Event Marketing Members Group as a guide to audience growth. Its aim is to be a “first steps” piece to successful marketing. Enjoy!

What is the “must do”?	Why should it be on the top 10
<p>Setting a clear objective</p>	<p>Understand the clear objectives of why the event exists. One or more of these, however, this is not an exhaustive list.</p> <ul style="list-style-type: none"> • Revenue generation • Brand awareness • Knowledge sharing • Member retention <p>Every decision (format, speakers, budget, promotion, KPIs) should lead back to the main objectives</p>
<p>Know Your Audience Inside-Out</p>	<p>Define your ideal attendee:</p> <ul style="list-style-type: none"> • Job role / industry • Motivations to attend events • What success looks like <i>for them</i> <p>Design content, experiences, and messaging that solve their problems.</p>
<p>Create a Compelling Event Value Proposition</p>	<p>Answer the attendee’s silent question: “Why should I attend?”</p> <ul style="list-style-type: none"> • What will they learn, gain, or experience? • What makes this event different from others? <p>Make the benefit obvious in every headline, email, and landing page.</p>
<p>Build a Multi-Channel Promotion Plan</p>	<p>Don’t rely on one channel. Define a budget and use a mix of:</p> <ul style="list-style-type: none"> • Email marketing • Organic & paid social • Partner and sponsor promotion • Website, blog, and retargeting ads <p>Start early and increase intensity as the event approaches.</p>
<p>Design an Experience, Not Just an Agenda</p>	<p>Attendees remember <i>how the event feels</i>, not just the sessions.</p> <ul style="list-style-type: none"> • Interactive formats (Q&A, workshops, polls) • Networking opportunities • Clear flow and pacing <p>Remove friction: registration, sign-in, navigation, and schedules should all be effortless.</p>

<p>Leverage Speakers, Sponsors, Partners & Volunteer Committees</p>	<p>Turn them into your event amplifiers:</p> <ul style="list-style-type: none"> • Provide shareable assets • Encourage pre-event promotion • Involve them in content creation <p>People trust people—use credible voices to expand reach and authority.</p>
<p>Capture Leads and Data Intelligently</p>	<p>Plan how you'll collect:</p> <ul style="list-style-type: none"> • Registrations and attendance data • Session engagement • Polls, surveys, and feedback <p>Make data capture feel natural—not intrusive—while staying GDPR compliant.</p>
<p>Plan Your On-Site (or Live) Content Capture</p>	<p>Maximise long-term value:</p> <ul style="list-style-type: none"> • Photos and short videos • Speaker quotes • Testimonials and behind-the-scenes moments <p>This content fuels future campaigns, social proof, and post-event storytelling.</p>
<p>Execute Strong Post-Event Follow-Up</p>	<p>The event isn't over when delegates leave.</p> <ul style="list-style-type: none"> • Thank-you emails • Session recordings or summaries • Targeted nurture campaigns based on behaviour <p>Fast, relevant follow-up dramatically increases ROI.</p>
<p>Measure, Learn, and Optimise</p>	<p>Review performance against your original objectives:</p> <ul style="list-style-type: none"> • Attendance vs sign-ups • Engagement levels • Pipeline or revenue influence • Attendee satisfaction <p>Document learnings so every event is better than the last.</p>

What have we missed?

Contact the ABPCO Event Marketing Group via mattstalker@abpc.org or get in touch about joining the group.