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IMPLEMENTING A CONFERENCE MARKETING STRATEGY

With so many seminars and conferences in the market today the question is how those events can attract attendees. Conference events are mostly attended by people in business related industries, associations, or even government and non government organizations.

To implement a conference marketing strategy the right audience is to be defined. Targeted audience is to be considered after carefully choosing the theme and venue of the conference.

To attract people, the language and style of the marketing strategy should be based on the theme of the conference.

The specifics of the conference must be actively marketed:

- giving attendees a reason to come ;
- making it easy for them to get there;
- offering online registration and early-bird discounts;
- working with exhibitors and sponsors to create attractive goodie bags, contests and prizes to attract attendees.

All of the above are the ways of organizing successful conference.

One of the ways is to advertise in magazines or newsletters the target audience regularly reads.

Another option likely to appeal to Web-savvy customers is blogs about the industry. It is worth using a social media campaign to get attendees to discuss, promote and recommend the conference to their peers.

Create a website for the event or use free templates from sites such as Eventbrite, LinkedIn Event Directory or ConFabb to set up a webpage with all the information about the event. Using social media sites such as Facebook and Twitter is a good opportunity to advertise events and invite people.

Another way to attract more people to participate in the conference is to encourage commitment from attendees by offering a discount for those who register by a certain date, or offer them a discount for bringing additional attendees.

Most conference themes need experts and professionals as speakers. To find an exciting, reputable speaker it is necessary to contact professional organizations and networks. Use the keynote speaker's name and photo in all promotion materials. Make him/her the face of the event. Popular, famous and respected people attract bigger audiences. The confirmed speaker is to distribute the information about the conference within professional circles and networks.

