



REVALSYS
CREATING POSSIBILITIES

WAYS TO PROMOTE AN EVENT

Article from Revalsys Technologies

This article explains
the ways to
promote an event



Are you organizing an event or conference? Well, it takes a whole lot of effort, time and money to organize an event in the best possible ways. However, all these are just futile if you don't promote your conference. If you don't promote the conference, no one registers or attends, there is no point organizing such an event. Selling all the tickets is both a goal and stressor for the event organizer.

Promoting the conference can be a daunting task that includes a wide variety of disciplines. You need to include the best event marketing tools and strategies that create a buzz and increase the attendees of the conference. Here are a few promotional tactics that you can use while promoting your next conference.

- **Event Page or Website**

The event page or the website is the cornerstone of all the promotional activities. Having a compelling website is crucial to the conference promotion. It should have all the information about the conference and include all social sharing buttons on the conference website.

- **Email Campaigns**

Though email campaign is an old-fashioned marketing method, it's a great way to promote conferences. Each email you sent should contain fresh and interesting content that can attract the recipients to visit the website and register for the conference. Emails regarding closing of early birds, programme of the conference, new speaker announcements can make the recipients interested in the event.

- **Strong Subject Line**

The subject line is the first thing that you see when you open your email account. Based on the subject line, the recipient decides whether to open the email or not. As your potential audiences are busy researchers and academics, they receive various emails each day. The subject line should be short, catchy, evoke interest and make your email stand out from the other emails that fill the inboxes. Including the short name of the conference along with other content helps the audience identify you easily whenever they receive one from you regarding the conference.



- **Event-related videos**

Videos are great to attract the attention of the potential audience. Creating short and simple videos in interview style by the key speakers or any other conference related video is an effective tool for conference promotion.

- **Use social media platform**

A powerful tool, social media allows you to spread the word about the conference, generate engagement, encourage networking and make better the number of attendees of the conference. As not all the social media platforms don't serve the same purpose, make sure that you use the platforms that help you achieve your conference's goal and target only your potential audience.

- **Create conference hashtag**

Creating a unique, short and easy-to-understand hashtag well before in time is an effective way to spread awareness about the conference and get more and more people engaged to it. However, while using the hashtag for your conference, you should be consistent. The more potential audience use the conference hashtag, the better is the number of people interacting and seeing the hashtag. Make sure that you include the conference hashtag on all the signage you use in the conference so that the delegates know it and use it whenever they share something about the conference on social media platforms.

- **Create content that can be shared**

Create content that are useful to the audience rather than pushing your potential audience only to register for the conference. You can provide information about the topics, speakers, panel discussion, news, updates and any other topics related to the conference.

- **Use the power of the press release**

PR is a powerful tool for any kind of promotion as it can effectively spread the word. Creating a press release having strong, relevant content can have a strong impact on your target audience. It also helps in gaining publicity about the conference in the local area.



REVALSYS
CREATING POSSIBILITIES

CONTACTS

For more information on Revalsys Technologies,
visit www.revalsys.com

8-2-293/82/1/83-A, 1st Floor,
Road No 12, Banjara Hills,
MLA Colony,
Hyderabad - 500034
Telangana, India

Phone: +91 7032660301

info@revalsys.com