

Event Buzz

**A Blueprint for Filling Your Events and
Increasing Engagement**



**A Social Media Plan and Checklists for
Before, During and After Your Events**

Created by Jennifer Henczel



Jennifer

Welcome!

You are here because you want the strategies I've used to grow my network, my business, and my audience.

This is just the beginning. Connect with me through my network and Client Attraction Code inner circle mastermind for even more great tips, plans, blueprints, and tools.



Jennifer Henczel, Founder
Inspired Influencers

www.inspiredinfluencers.com

If you believe in Karma, then be kind.

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Note

This guide is filled with tips based on planning and delivering hundreds of events, but it is not exhaustive. It is intended to give you ideas for creating your own plan. Want to be featured in my next book? Please feel free to share your ideas with me. My contact info is at the end of this document.



BEFORE Your Event

Pre-Event Planning

- Graphic Assets:** Before you dive into promoting your event, be sure to have all the pieces of your marketing in place, such as your media kit and graphic assets for your event. In addition to your event branding assets, be sure to create addition images that can be shared throughout your social networks to promote engagement leading up to your event.
 - Create visual elements to support your event across all channels.
 - Assign a photographer and videographer for your event.

Who wants to fill their events?



Have all your event information and assets in one easy place where your team can access it:

- Event name
- Event date & time
- Social Media Manager(s) assigned to event
- Event goals for social and mission statement
- Event hashtag
- Links to your event on your website, Facebook posts and groups, Instagram profile link, LinkedIn posts and groups, and registration or ticketing tools ([EventSpot](#) or [Eventbrite](#)).

Optimizing your website and blog for social media:

- Your website/blog is the core of your online presence. Haven't had time to get your blog in order? It's critical that you get sorted out and have it ready roll.
- Any website or blog issues should be worked out at least 6 months or more in advance of your event.
- Make sure you can easily add blog posts and update your content regularly.
- Plan to create X blog posts per week.
- Feature different parts of your upcoming event on your blog and/or website in the months preceding the event. Share those blog links throughout your social networks.

Invite influencers and bloggers to your event:

- Offer bloggers, photographers and influencers tickets or vendor space. The more compelling your offer, the more compelled they will be to write about and spread the news about your event. Be generous.
- Offering Influencers a complimentary booth or VIP pass will go a long way in reaching large tribes and groups of people that you may not have immediate access to on your own.
- Promotional Content:** Be sure to prepare tweets and posts ahead of time that your bloggers, influencers, and speakers can share about your event. The easier you make it for them, the more likely and more often they will tweet.

Content creation and curation:

- Create an editorial calendar – a timeline for event promotions and announcements.
- Create content that is sharable, and stay in touch all year long.
- Curate content from your event bloggers, speakers and sponsors.
- I provide my inner circle with a [365 Day Content Marketing Calendar](#). Want it?

Scheduling and automating:

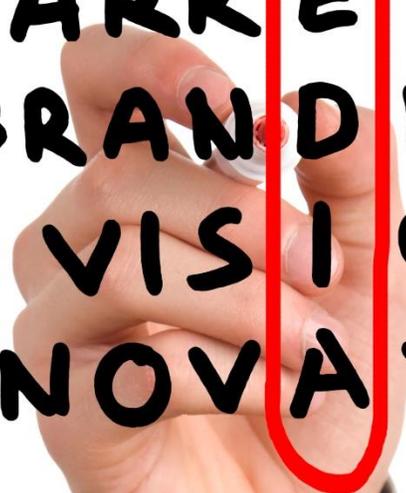
Write and schedule as much evergreen content about your organization and event (...as possible and within reason), ahead of time through Hootsuite. It will free up your hours leading up to the event. When you login to your accounts directly, it will allow you spend a majority of your time in engagement rather than posting.

- Create an editorial calendar – a timeline for event promotions and announcements.
- Write and schedule your event reminder posts at least 1 or 2 months in advance and schedule them through Hootsuite. Remember to use industry and regional hashtags (such as #FraserValley #Vancouver).
- Make sure your autoresponders are well written and set up in advance.
- Write and schedule posts about your speakers.
- Write and schedule your thank you posts for after the event.

VIDEO: Instagram, Youtube, Facebook live and stories:

- Those are the hottest video platforms at the time of this writing. New tools come along all the time, so use your favourites, but get it done!
- Video is a critical element of your promotion.
- If you are not familiar with these platforms, now is the time to learn.
- You and your team members need to become comfortable and familiar with these platforms.
- Get speakers to talk about their particular session, because their audience will be interested in that.
- Be sure you have provided your speakers and team with all the necessary links and instructions for signing up for the event.

BLOGS
NETWORKING
INTERACTIVE
VIRAL
STRATEGY
ONLINE
COMMUNICATION
MARKETING
BRANDING
VISION
INNOVATION



Designate social media tactical team members to monitor and engage with your social channels.

- Submit to relevant local and worldwide event directories.
- Claim location on foursquare or other location services, and set up offers.
- Have a contest to reward people who share.
- Encourage engagement at every opportunity, to get others to share, like, favourite, retweet, reply, and comment on your posts.

Facebook

- Create Facebook Event Page and Group.
- Create a Facebook Event.
- Plan X posts per day.
- Set up targeted Facebook ads.
- X pieces of visual content per week.
- Memes, infographics, or comics.

Stories:

Add Facebook and Instagram stories with lots of and up to the minute info about what they can see and expect at the event.

Instagram

- Set up your Instagram account.
- Connect to speakers, vendors, and members/attendees.

Twitter

- Create Twitter Lists, add speakers, members, and attendees.

Pinterest (if it applies to your business and niche)

- Create event-themed Pinterest board.
- Pin X related images to board per week.
- Create Pinterest contest for event.

LinkedIn

- Join LinkedIn Groups.
- Plan X posts per day.
- Create a LinkedIn Group where your attendees and speakers can share their tips, resources, and experiences at the event.
- Participate in relevant LinkedIn conversations around the event.

Blog

- Create X blog posts per week.
- Post X infographics per week.

Use regional and distinctive hashtags to connect with people locally

Regional examples: #Vancouver #FraserValley

Distinctive examples: #InspiredInfluencers (that's mine, but you can use your own company or group name or brand)





DURING Your Event

Designate people who will do each of the following:

- Have tablets or iPads available for attendees to subscribe to your newsletter onsite. Provide an incentive, contest or other reason for people to do so.
- Interview attendees, customers, speakers, influencers for blog and social content.
- Stories:** Add Facebook and Instagram stories with lots of and up to the minute action.
- Instagram**
 - Post photos and videos to Instagram, and click the SHARE to Facebook | Twitter, for quick posting.
 - Use hashtags as you would in Twitter.
- LinkedIn**
 - Monitor LinkedIn groups for event relevant content.
- Live Blogging**
 - Posts per day live from the event.

- **Get your team and speakers to post invitations and updates in Instagram, snapchat, and/or Facebook live.**

VIDEO: Instagram, snapchat, and/or Facebook Live:

- You and your team members should post updates and activities during the event.
- Interview/Talk to vendors and attendees.
- Get speakers to talk about their particular sessions.
- Capture video testimonials and action/crowd shots for next year.

For all your social networks:

- Post pictures of the event, featuring speakers, vendors and attendees along the way.
- Tag people in your posts.
- Ongoing engagement: when someone shares one of your updates, like, favourite, and comment.
- **Add new people to your Twitter list along the way.****
- Monitor event hashtag and company mentions.
- Retweet and reply to posts about interesting points and questions from attendees.
- Encourage employees who are attending the event to engage by posting updates, photos, and retweeting as well.
- Promote your next event!**





AFTER Your Event

Post Event Activities

Post Posts ☺

- Connect with and thank influencers, vendors, speakers, and attendees.
- Tweak and add to your pre-scheduled thank you messages if needed.
- Upload videos to YouTube.
- Post photos to Facebook, Instagram, LinkedIn, Twitter and Pinterest.
- Post testimonials and feedback.
- Wrap up blog post about event.

VIDEO: Youtube, Instagram, Facebook live and stories:

- Get speakers and attendees to talk about how they enjoyed the event and some of the take-aways they can use right away in their business.
- If you are not familiar with these platforms, now is the time to learn.
- Gather the testimonials and crowd shots and remember where you save them for year.

Reuse. Recycle. Rinse and Repeat:

- Post or promote follow-up materials.
- Create value added learning assets for your audience.
- Create blog posts summarizing individual sessions and offering slides.
- Create information products.
- Develop case studies.
- Use photos and testimonials to create promotional assets for next year.

Debrief – your post-event content assessment:

- Measure the buzz with www.hashtracking.com.
- Sum up the best tweets with www.storify.com.
- How effective was your social media?
- Look at feedback forms from vendors and attendees.
- What can you change for next time? Get feedback from all team members.
- How are you capturing all your social media leads?

The money is in the follow-up. Be sure that you follow-up with attendees, participants, vendors and all stakeholders within 48 hours if possible. If you can only follow-up with 5 days, for example, work on decreasing that time.

If you aren't capturing your leads, could you be wasting your time?

Sure, you're capturing some through your registration process, but how about all the others? Getting more likes is not enough, anymore. To build deeper, more lasting customer relationships, you need to capture contacts in your own database/CRM.

Review your capture system:

- Are you clear about how you are capturing your social media leads?
- What can you do to make it better?
- Do you know what your marketing funnel looks like?
- Do you have a better picture of your sales funnel?
- What can you do to improve results?
- Are you complying with CASL for all your Commercial Messages?

Contact me to discuss solutions for capturing more leads and assessing your entire sales funnel – before, during and after YOUR event and beyond. My details are at the end of this document. But, for now, there's still more great info for you...



Questions YOU need to answer:

Your System

- How are you collecting your leads? Are you 100% clear about it?
- Are you clear about what your marketing and sales funnel looks like?
 - Are you following up in a timely and efficient manner?
 - Are you planning your follow-up plan far in advance of your event?
 - Are you 100% happy with your current results?



Your Audience

- Do you know what your Target market looks like?
- Do you know the key problem of your target market?

Are you expressing how you solve that problem effectively?

YOU

- Are you passionate about what you're doing?
- Have you developed 2 or 3 key products/services **maximum** to serve your audience, and do you express those very, very, very clearly?

So, you already know all this stuff?
...are you doing it? ...effectively? Is your current system working for you?

Want a system and work flow that works? Want some strategic help? Join my Client Attraction Code Mastermind. Let me help you tweak this stuff so you get more results. Contact me for a presentation or one-on-one strategy session: Jennifer Henczel | www.inspiredinfluencers.com



Flow + Focus + Framework =
freedom

Invite me to speak at your next event

I'm an Influence Strategist and Founder of Inspired Influencers & Story Academy. I work with leaders who are ready to level up to create more impact, influence and income.

My superpower is accelerating people's journey towards finding their voice and increase visibility.

I help business owners navigate all of today's top tools and strategies to create a client attraction system that works.

Most importantly, I lead people through the process of creating harmony and abundance for themselves, while serving the world with their purpose.

I've planned and promoted over 500 events. I have many years of experience in training, and delivering workshops and seminars for Universities, Government Funded Training Centres, and Corporate clients. I offer online and offline live in-person events of all types and size, with both local and international audiences. My background, training and ongoing self-education are extensive and in demand.



Let's connect!

I hope you find this guide useful.

Here are some other resources
that might interest you:

Want to speak at my next event or
be featured on my podcast, blog
or in my next book or challenge?

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