

# 9 Techniques of Event Promotion to Increase Ticket Sales

A guide for event managers and organizers of conferences, congresses, workshops, as well as other events

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## 1. Reach previous editions' attendees

Database of previous editions' participants is an organic source of entry pass sales for the upcoming edition.

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Provided that you have such database at your disposal, send a mailing to the attendees and remind them how much value they got from the previous edition and encourage them to enjoy a special offer for returning guests. Whatever means of communication you choose, do not forget to personalize it - this always helps! Anything else? Do not forget to publish photos taken during the previous edition on your event's social media profile! Visual stimuli give you an edge because pictures bring back memories faster than plain text.

If you are inclined to increase the rate at which attendees make their registrations, read the following article:

► [How to Encourage Event Attendees to Register Early?](#)

## 2. Employ different kinds of tickets and discounts

When choosing event registration software, make sure it supports different kinds of participation types (different kinds of tickets or entry passes).

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Using this function, you will be able to offer your participants premium entry passes, full tickets, and partial tickets (e.g. participation in one of the two days of the event). Variety increases sales because it gives the attendees more freedom in terms of managing their own time and budget. After all it is no secret that potential participants are more likely to purchase a product that is adjusted to their needs and resources. If you are using mechanisms handling discount codes, you can distribute them among the clients that plan to register greater groups of attendees. Lower price encourages **higher number of purchased tickets**, increasing the number of attendees.

To obtain the best possible outcome, use discount codes with validity periods. It is an extraordinarily important feature and therefore you should make sure that event registration software you plan to use supports this function.

### 3. Promote yourself among your existing contacts and channels

This point gives you a lot of liberty as to the means you can use. Where do I start, though?

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First, remember that the most overlooked marketing medium (however trivial) is **your e-mail footer**.

Second, **do NOT forget social media** never ever!

Use them to inform your potential and registered attendees about any promotions, discounts, and other incentives. Add to that sneak peeks, interviews with lecturers, topics of workshops on the agenda, and any captivating aspect of your event that might bring new attendees into the fold. Obviously, it is essential to use these tools efficiently and such, you should not forget that your main objective is to **promote the link to your event website or to the event registration form**.

The event website itself, however, should include banners or pop-up windows offering the possibility to register on special terms.

### 4. Engage in e-mail marketing

If the event registration software you are using does not have a mass mailing function, use another tool (GetResponse, SALESmanago, Freshmail) to provide your potential and registered attendees all the fresh information, including any information that may increase sales.

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The superiority of mailings over other means of communication lies in your ability to personalize the message and direct it to a carefully defined group of recipients who fulfill selected criteria. If your tools do not enable such functionality, divide your recipients into groups and adjust the content depending on their features - you will improve the image of your event, and in turn it will increase sales.

You will find more information about communication with attendees on our blog:

► [Communication With Attendees via Email](#)

## 5. Organize a contest for referrers

Contests make up a great marketing medium and may significantly influence sales, provided you know how to make use of them.

What is the key to success?

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A contest directly increasing sales needs to favor the attendees who use their own communication channels to promote the event. More directly, the grand prize should go to the participant who draws in the most guests. In order to handle a contest, you need an effective tool that will let you track where new registrations come from. To do this, employ the mechanisms provided by your event registration software. In **CONREGO**, such mechanisms are **discount codes**, **invitation codes** assigned to types of participation, and **unique invitation codes**. It is very important that tracking the source of registration is quick and convenient.

The last trick is about the moment when the prize should be awarded. The winner should be given the prize at the event, while we should make a buzz in social media about it and, at the same time, increase the range of our marketing for next editions of the event.

## 6. Build the brand of your event

Easier said than done... I am aware of that.

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Sometimes it is necessary to change one of the words in the name of your event but you should try to avoid as much as possible. Altering the name weakens or kills the brand, while you should care to prolong its vitality for a number of reasons. Look for a name that does not need to be updated with every successive edition of your event. This will let you to use all the established channels in social media, your domain, the website on that domain, and your mailboxes. This will make it easier for last edition's attendees to find information about the upcoming edition.

Such continuity is even more significant in terms of website positioning. Building a website's placement in search engines (e.g. Google) takes a lot of time so the ability to use a website that has already been positioned is of utter importance. Using the same domain for every edition of your event will let you keep high placement in search engines, which in turn increases traffic on your website. In this case, website traffic is directly related to the reach of your marketing. Last but not least, erase the idea of changing the logo of your event annually. Why? Because an unmistakable logo can do a lot more than text.

## 7. Create a LinkedIn group

Professionals usually have their own LinkedIn profiles.

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This is why it may be worth to create a LinkedIn group promoting your event and invite them. LinkedIn public groups let you discuss, which increases the range of your marketing communication. What is important and extremely useful in terms of promotion, every member of the group will be informed about the content published in the group by e-mail.

## 8. Ask your speakers for help

Lecturers often happen to be people well known and trusted.

This person also wants the lecture room to be full.

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Lecturers have their own social media profiles and private blogs, where they build their personal brands. Using these channels will surely increase the range of your promotion. Offer your lecturers cooperation in event promotion and there is a good probability you will strike a deal that will let you increase ticket sales. Persuade them to write about your event from the perspective of their field of expertise, and then share their posts on your event's profiles on **Facebook** and **LinkedIn**.

## 9. Promote future editions of your event today!

Announce and promote future edition of the event before you finish organizing the current one.

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Every attendee is a fresh lead. You should use this opportunity to reach the potential future attendee directly and tell them about your plans related to the next edition of the event, e.g. a date. Offer to give them some discount for participation in the next edition. Lost contacts need to be renewed so do not let them forget you! As an effect, you will save a lot of time and resources you can then use to convert another attendee.

You do not need to be a marketing guru to effectively promote the brand of your conference and increase ticket sales every consecutive year. Events are organized for people so everything you do should come down to proper communication with people.

Thank you for reading and may your tickets always be 100% sold and your events memorable!

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## Other guides

Basing on the experience I accumulated working with professional event managers, I have also prepared another guide that can help you organize events:

Jak skutecznie zorganizować wydarzenie i sprawnie obsłużyć uczestników?

► **POBIERZ PORADNIK**

Przetwarzanie danych osobowych uczestników wydarzeń zgodnie z RODO

► **POBIERZ PORADNIK**

Your Event Registration Software should simplify event management for in-person and virtual events.

Congratulations! Your search is over.

<https://conrego.com>

