

STBONAVENUE

Event Promotion Timeline

To make sure your event is as successful as it can be, your event promotion needs to be given as much attention as your event planning. Here's how:

8 Weeks Before

CREATE A LANDING PAGE

Visitors can learn more, register and make payments as needed.

SEND EMAIL INVITE

Include key details and RSVP instructions.

LAUNCH SOCIAL CAMPAIGN

Develop event-related content such as blog posts, videos, and speaker profiles.

LAUNCH ONLINE ADS

You can reach new potential attendees using online ads.

LEVERAGE PARTNERS

Make sure your partners have what they need to promote the event.

2 Weeks Before

DRAFT AND SEND PRESS RELEASE

Distribute to relevant media outlets and industry blogs.

SEND REMINDER EMAIL

Stay in touch with your registered attendees!

1 Week Before

START THE COUNTDOWN!

Build buzz by posting a daily countdown on social media.

FINAL EMAIL REMINDER

Send guests all the details they'll need to ensure they arrive at the right place.

4 Weeks Before

SEND SECOND EMAIL

Include new details or information, or simply send a reminder to register.

UPDATE SOCIAL MEDIA CHANNELS

Post content featuring event details that attendees can look forward to.

Day of Event

PROVIDE REAL-TIME UPDATES

Live tweet and post updates throughout the event. Encourage attendees to use the event's hashtag.