



Are you playing host to a corporate gig in the next six to twelve months? You want to have the confidence that your event will be a success and go smoothly without any hitches. Furthermore, you want to facilitate the promotion of your event in a cost effective way that seamlessly integrates with the social interaction people will be having at your event. The success of your event hinges on the value delivery and social interaction that your event will encourage.

**Below are some tips you can use social media to stimulate ‘buzz’ from your next event.**

### **Build excitement prior to your event’s launch.**

Get your event started on the front foot by drumming up the buzz amongst your audiences targeted market. You can reach your target market by:

Engaging in telemarketing activities and promoting your event.

Engaging in an email marketing campaign to boost the awareness of your event and to build anticipation for the event launch.

Post mail flyers or event invitations to bring people to the event.

Promote your event in relevant forums or web communities. You can embed an event poster or even engage in display advertising targeting your relevant audience.

Consider getting your events coverage in relevant media. You can engage journalists that may be interested in developing an editorial piece for you. Alternatively, advertorials or media space can also be bought to promote your event.

Publish YouTube videos about your event to create awareness and give your prospective attendees insight into what to expect from the event.

## **Outreach to relevant advocates on social media.**

In each social media platform, you will have advocates in your industry. Identify, promote and involve these advocates that can engage with your social media efforts and multiply the awareness reach of your event.

## **Generate a hashtag for your event.**

Get people to spread their experience of your event by promoting a hashtag to use across the different social media platforms. Ensure that the hashtag is memorable and simple.

**Get more ticket sales by leveraging the promotional power of sites like Eventbrite.**

There are several event websites that encourage and reward people to share events among their friends and social connections. This can easily promote your event to the right people in their network that will actively engage in your event. This can lead to more event ticket sales, event referrals and event attendees.

Get people to take pictures in at your event.

Photos from the event are an easy way to get people to tag and share their experience on social media. If you want a non-intrusive way to get people to promote their experience of your event, then hiring a photographer to take photos of your event's attendees is ideal. Although, what is even better than having a dedicated photographer going around the event and taking pictures is to hire a photobooth. For any businesses hosting an event in Melbourne, they should consider [photo booth hire in Melbourne.](#)

# **Host a networking happy hour or networking breakfast, lunch or dinner.**

A great way to generate buzz for your event is to create a networking function at your event. Whether you allow people to network over drinks or a meal, it creates the opportunity for people to bond and create energy at the event. The exchange

of information and contacts will see the event attendees mentioning the event in their discussions.

## **Have speakers or a panel.**

Draw an engaged crowd by promoting speakers or a panel of experts where people can

learn and engage with the experts.

Hosting a successful event can drastically improve your perceived profile and expose you to future business opportunities. The tips provided will help you develop an event

that is engaging, valuable and successful through the use of social media.