PROMOTING EVENTS  TIPS FOR LEADERS

TIPS FOR PROMOTING MEETINGS

Invite Early & Late
Too often people wait until the last minute to start inviting to meetings and find that people already have commitments. The earlier you invite people the better since their calendar will most likely be free. While it’s better to invite early don’t be shy about inviting people all the way up until the last minute. I’ll never forget inviting a guy at 10pm the night before who showed up and built a Director business. Don’t forget to follow up and remind them the week and day before the meeting.

Pick Up The Phone
Social media platforms like Facebook and sites like Evite are great tools for inviting and should be used, but will never replace or be as effective as picking up the phone and personally inviting them. Don’t forget to leave a voice mail if you miss them.

Be Excited And Energetic
If you don’t sound excited talking about the event why should they. Always build the speaker up and communicate what a unique opportunity it is to hear from them.

Don't Take No For An Answer
When your invite is turned down ALWAYS be gracious, but don’t be afraid to show some disappointment over them missing out on a great event. Next, ALWAYS invite to another meeting or share a video link such as Web Health Talk. People rarely say no twice in a row.

Team Work – Meet with the Promoters in your team and ask them to make a firm commitment as to how many seats they are committed to fill. Be sure to follow up regularly to offer encouragement and check on progress.

Pick Someone Up
ALWAYS pick up at least one person and bring them to the meeting. This will guarantee that you have at least one guest. For even better results offer to take them out for a meal either before or after the meeting.

Get A Clear Commitment
When they agree to attend always ask them to put the event on their calendar. It’s a good idea to let them know you have limited seating and need an accurate head count. Ask them to let you know far in advance if an emergency comes up since you need time to fill the seat. This will greatly reduce the number of last minute cancellations.

Assign Tickets – Using tickets to promote the event is a great way to add value and help your guest take it more seriously. Communicate that you have a couple of extra tickets and would love for them to come with you to this incredible event. Again, get a firm commitment. They will place the same value on the ticket that you communicate.

Work Your Tail Off
The most important piece of advice is to work diligently and invite, invite, invite. Yes, promoting a meeting is hard work but if done correctly yields tremendous results.