

# 3. Promoting Your Event

## To-Do

### 5-6 Weeks Pre-Event

Tap into all of your marketing channels – including your website, social media, and email newsletter – to create buzz and awareness. Give people time to plan ahead and clear their calendars.

### 3-4 Weeks Pre-Event

Send an event invitation to your current client base that includes why people should attend (and what they'll miss if they don't).

### 2 Weeks Pre-Event

Maximize your attendance by sending a "last chance" email to create urgency and drive last minute registrations.

### 1 Day Pre-Event

Send a reminder to those who have registered and be sure to include:

- Date and Time
- Driving Directions
- Parking Information
- Items they need to bring (i.e.: laptop, pen and paper, business cards)