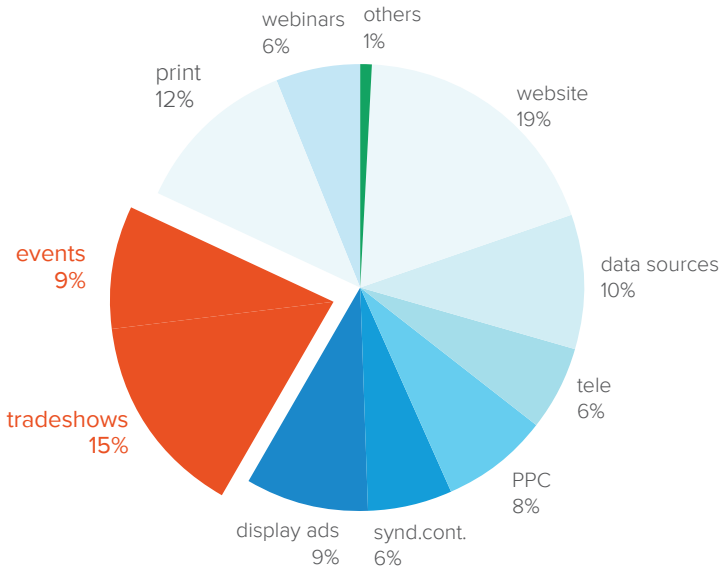
Event Marketing Tips Every Planner Needs to Know

Live events don't have to be budget drainers, they can actually be big money-makers for your organisation. In fact, recent Forrester research shows that successful organisations allocate nearly 25% of their B2B budgets on events, noting that these in-person events are the second most effective marketing tactic. With all this money being earmarked, it makes sense for planners and marketers to join forces and work to increase your ROE (Return on Events) to make events a profit centre as opposed to a cost centre. Here are a few quick tips on how to get started.

Nearly 25% of the average B2B marketing budget is spent on in-person customer events



Personalise invitations to increase attendance

Treat your invites like targeted e-marketing campaigns by segmenting audiences by contact type and job role with a clear call-to-action, getting more people to RSVP.

Increase your online visibility to create a goldmine

Employ a user-friendly event registration system to create both an easy online registration process and targeted event website. Any good system will come with the necessary tools to help you easily increase the visibility and traffic to your event website by including SEO keywords, allowing you to track registration form submissions and bulking up your event's bottom line by providing additional sponsorship opportunities.

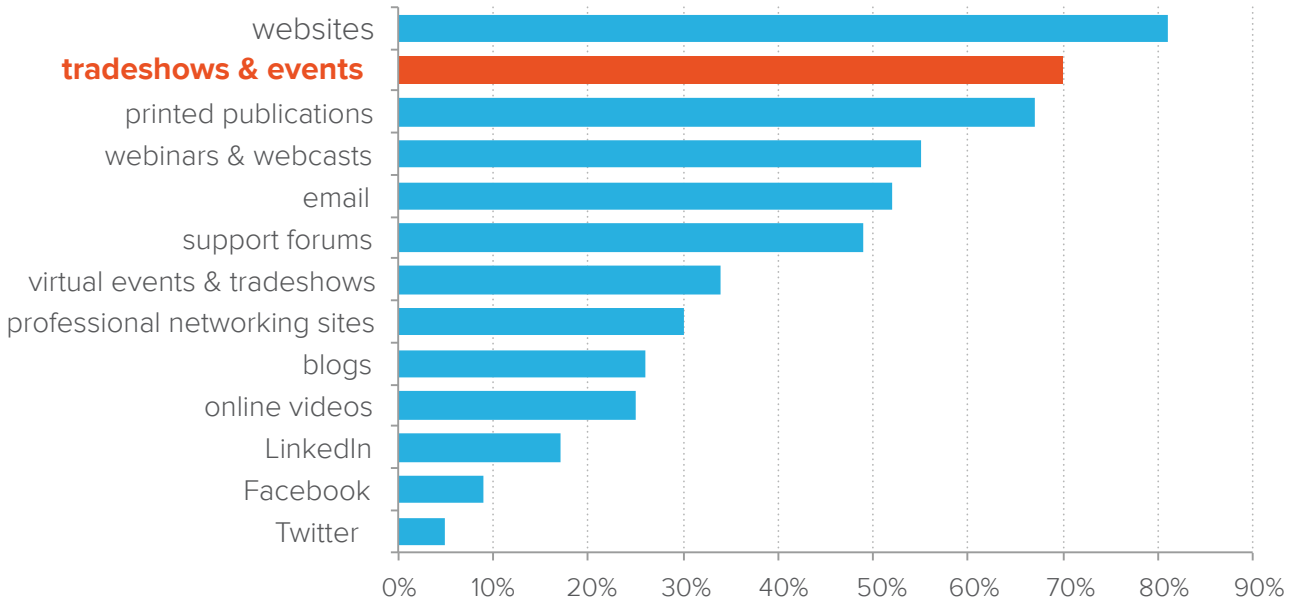
Engage at every stage

Use social media, viral marketing (videos, pics, contests, teaser campaigns) and promotions to drum up interest before your event. Keep the content flowing and get attendees buzzing during your event with sponsored mobile apps, tweets, posts on Facebook and blogs. When all is said and done, offer event recaps, highlights, infographics, photos and videos to your attendees. The goal is to extend the life of your event beyond just the event dates, getting your attendees more invested in your organisation.

Be great and integrate

Events are a key piece of the marketing mix and therefore your event management system should integrate with your other sales and marketing tools such as your CRM system, e-marketing solution and social media tools. Share data, automate processes, track registrations (and attritions), quickly build reports, measure ROI and save valuable planning time by combining event and marketing tools. By making your events more measurable, you increase your chance at profitability.

After a company's website, tradeshows and events are the most effective B2B marketing tactic



Source: Forrester Research, Inc.

These are a few early tips of where to get started in combining planning and marketing efforts. Event planners and marketers should dive into these areas together in order to save time, increase productivity, deliver engaging experiences for attendees and generate amazing, profitable events.

Cvent, Inc. (NYSE: CVT) is a leading cloud-based enterprise event management platform, with 1,700+ employees and more than 14,000 customers worldwide. Cvent offers software solutions to event planners for online event registration, venue selection, event management, mobile apps for events, e-mail marketing and web surveys. Cvent provides hotels with a targeted advertising platform designed to reach event planners looking for suitable venues. Cvent solutions optimise the entire event management value chain and have enabled clients around the world to manage hundreds of thousands of meetings and events.

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