Promotion Guide

The platform promotion is an essential step to ensure project success. The promotion plan should vary depending on the type of event, content and audience. For internal events and webinars with a straight forward format, a simple one time email invite followed up by a reminder email might be the way to go. For a global congress with pre event engagement, schedule planning and more, this format warrants a multi stage promotion plan.

Important

- If you already have an email marketing tool that you are comfortable delivering communications to your target audience, we'd highly recommend sticking with what is already working. This might be Mailchimp, or your preferred CRM.
- Introducing new mailing systems can require your organisation to whitelist the sender information. Read more on whitelisting here. For external audiences, there is always the risk of new email senders going into spam.

Before you start

Consider who you're audience is, why they are attending and the value the platform provides to them. Promoting the benefits of downloading an app or logging into a web based platform, will drive up adoption rates.

- Access your personalised agenda
- Receive real time updates from the organisers
- Sign up for sessions and plan your day
- Network with peers
- Book meetings with sponsors
- Take part in interactive sessions
- Have your say, provide feedback
- Maps, event information and more

Essential information

How to access the platform is the single most important information. If you have native and web, we recommend providing both options to allow your audience to access via their preferred method. This will help to increase adoption.

Web based platform: Hyperlink the custom url

Access our event platform across any device with a modern browser. Simply click the link or type www.crowdcomms.com/virtual

CrowdComms Container App: Hyperlink the app and highlight the event code to access your event.

Download the container app here: Apple App Store / Google Play Store. Or search 'CrowdComms app' in Apple or Google Play Store. Once you have installed the app enter event code 'virtual' to access our event

Standalone Native App: As above, hyperlink your custom app available in the app stores and highlight the app name to search.

*Download the container app here: **Apple App Store / Google Play Store**. Or search '**YOUR APP NAME**' in Apple or Google Play Store. Once you have installed the app enter event code 'virtual' to access our event*

Portal Native App: As above, hyperlink your custom portal app available in the app stores and highlight the app name to search. If there are multiple events listed in the portal, you need to

highlight the event that attendees should

*Download the container app here: **Apple App Store** / **Google Play Store**. Or search '**YOUR APP NAME**' in Apple or Google Play Store. Once you have installed the app enter event code 'virtual' to access our event*

Add to Calendar

Option1: Choose your calendar:

Option 2: Choose your calendar:

Apple   Google   Office 365   Outlook   Outlook.com   Yahoo

Get The App

Download the app from your store of choice by tapping the link below:

Download on the **App Store**   GET IT ON **Google Play**   Access via **Web Link**

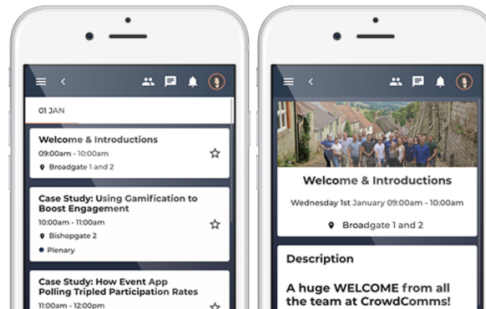Then sign in with the email address used to register for the event.

Elevate your platform promotion

- Go for a multi stage promotion with adjusted messaging to promote everything great about your event.
- Include a short video recorded on Vidyard or similar showing how to access the platform and use key features.
- Include images of your branded platform to get the audience excited.
- Include step by step instructions for key features and use cases to maximise uptake on the areas of the event that are the most important.

Example Email

- View here
- This is a html email template that can be uploaded to Mailchimp or similar and edited to replicate your brand so that it is relevant to your event

Essential Final Step

- Before sending the promotion email to your audience, send a test to yourself and at least one other person, ideally 3-5 colleagues or stakeholders.
- This gives the chance to check everything works as expected, to make sure the information is accurate and the guidance is user friendly.

Revision #2
Created 2 June 2024 10:30:38 by Lee Jack
Updated 3 June 2024 13:12:28 by Lee Jack