splash

# THE UNIVERSE OF EVENTS

The Ultimate Guide to Event Marketing
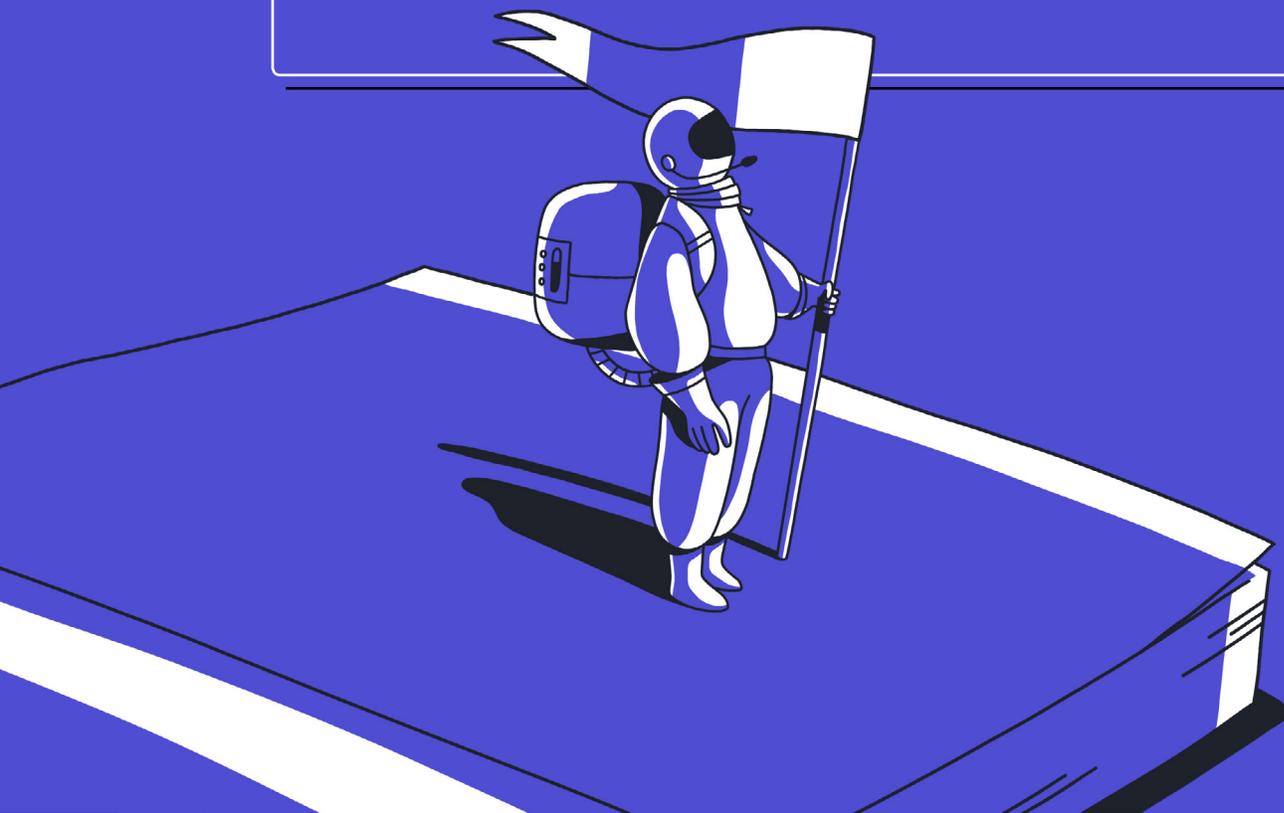
Introduction

Whether you're new to event marketing, or you're looking to turn your events into a revenue-generating machine, this 10-chapter event marketing guide has everything you need to plan, promote, manage, measure, and optimize a successful event program, including templates, real-life examples, bonus resources, and more.

Though this guide has been carefully curated, feel free to digest it any way you want. Want to jump around chapters? Or read it front-to-back? Have a specific topic in mind? This resource is here for you, any way you want it.

Welcome to the Universe of Events. Before we dig into the specifics, let's start at the basics.

What is event marketing?

Event marketing is the process of deepening an individual's relationship with a brand, product, service, or idea through in-person experiences. It includes hosting and sponsoring events, and all of the promotions and communications that go along with it.

While event planning has been prevalent since the days of Cleopatra, more and more businesses are leveraging events as a crucial touchpoint to drive their business forward. In a 2018 survey,[1] 93% of organizations stated their companies prioritize hosting events, while 85% prioritize sponsoring events.

What does the future look like for events?

Things are a-changing. The events industry is undergoing a full-on renaissance, and with the growing investment in events and the maturation of technology and data, events are now measurable, predictable, and trackable (and, there is even a direct correlation between a company's revenue growth and their event activity).[1]

At Splash we've seen it in our own top-performing customers. We call them Event Optimizers, and they're the future generation of event marketers who are exceeding business goals, capturing critical market share, and connecting their events to revenue.

This guide contains our best practices, and things we've seen work well for some of our top customers. Keep in mind: every business is different. Be an Event Optimizer: test and experiment with your event strategy to find out what works best for your organization. Now, let's get into it!

---

1. https://splashthat.com/resources/event-marketing-evolution-hbr-report/uoe-pdf

Table of Contents

CHAPTER 1

Developing Your Event Strategy

Why are you throwing an event?

First thing's first. Before you start brainstorming your event's hashtag or searching for the photobooth company with the funniest props, take a step back to look at the big picture. After all, events are not a one-type-fits-all business. Depending on your industry and business type, your organization is expecting you to produce certain results, and your event type has a lot to do with it.

In this chapter, we go through the ins-and-outs of building your event strategy. Here's what we cover:

1. Setting Goals and Expectations
2. Common Goals of Events
3. Sponsoring vs Hosting
4. Building an Event Mission Statement

Setting Goals and Expectations

Before you start building your plan, there are some key questions to think about first.

- Why are you throwing an event?
- Who is your audience?
- What do you need to meet your goals?
- How will you measure your success?

These will help inform your entire event strategy, including the type of event you should throw and who you should invite (more on that later).

Oftentimes, the type of event you should throw is directly related to what you're looking to get out of it. Keep in mind: you don't necessarily need to choose just one goal (i.e. a community event can also be educational, education events can drive sales, etc.), but you need to understand that not every type of event produces the same results.

The best in the business — Event Optimizers — use many different types of events to target their different core audiences and the different stages of the funnel. Mix goals for what works best with your business.

Events and the Marketing Funnel

While hosted events are known for being best at accelerating sales cycles and increasing customer engagement, they can touch every single stage of the marketing funnel.

Before you can choose what kind of event you should throw and for whom, it's helpful to understand the marketing funnel and where events fit in.

The basic stages of the marketing funnel (these stages can change depending on your business type):

Awareness
The buyer becomes aware of the problem or pain points.

> Example: the buyer hears about your product at a tradeshow booth

Interest
The buyer starts looking for the solution.

> Example: the buyer attends an educational seminar about your industry

Consideration
The buyer starts evaluating or demo-ing products or services.

> Example: the buyer attends a VIP dinner with your top customers and prospects

Purchase
The buyer becomes your customer.

> Example: the buyer attends a user conference around your product

Post-Purchase
The buyer learns your product.

> Example: the buyer attends a local certification training event

Advocacy
The buyer becomes a champion of your product (and expands use or promotes to their community).

> Example: the buyer hosts a user group

Did you know:

According to a report that surveyed 739 global brands, those who adopt event technology are better at measuring their events from top-to-bottom of the funnel[1] (so, event success is more than the number of RSVPs).

Friendly reminder: your events shouldn't be the ONLY thing your guests are interacting with. Make sure you're working with your greater marketing team or organization to understand where events best come in.

---

1. https://splashthat.com/resources/event-marketing-evolution-hbr-report/uoe-pdf

Common Goals of Events

We like to believe that events have a lot of benefits (we're biased!). But here are some of the more common reasons companies throw events (plus common event types for each).

Community-Building

From professional networks to new friendships, events naturally connect people. Every guest is a potential Twitter fan, newsletter subscriber, product user, website visitor, or customer. Use your events to bring people together around a cause, a brand, a new product, or just a time to meet and mingle with new faces.

> Common event types: community meetups, user groups, happy hour/cocktail party
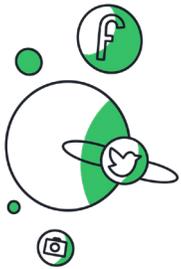
Brand Awareness

Events are a great way to get your brand's name out there (and associate it with a memorable experience). If you're looking for the press' attention, make sure you invite the media (and/or influencers in your industry) to ensure you'll be seen, heard, and noticed within the community.

> Common event types: hosted conference, sponsored event, partner event, influencer meet and greets

Sales or Pipeline Acceleration

Events give you the opportunity to connect with prospects in-person, and also let you create the ideal environment for your prospects to connect with your customers. Whether you have a 90-day sales cycle or are looking to drive more in-store sales from a retail event, in-person events can benefit every stage of the sales process.

> Common event types: VIP dinner, in-store event, satellite event at industry conference, happy hour/cocktail party

Customer Engagement

Your customers are your number one priority, but how often do you get to actually spend time with them in-person? For some businesses, retention is often more of a focus than getting new customers. Your event goal might simply be to drive engagement with the people who are already using your product, receiving your services, or following your brand (for example, an exclusive event for a retailer's loyalist members).

> Common event types: VIP dinner, user conference, roadshow/field event

Education

Many people turn to events to expand their knowledge and connect with other professionals in the industry. If your company focuses on a certain profession or has a deep understanding of a particular topic, you can establish yourself as a thought leader and bring people together through panels, workshops, and other educational events.

Common event types: hosted conference, product training, satellite event at industry conference

Recruiting

Bringing people together to meet and mingle is a tried and true way to connect companies with potential employees. Job fairs and networking events are the classic recruiting styles, but even industry conferences have become a breeding ground for talent looking for their next role, and brands have found success throwing VIP events specifically targeted to top talent.

Common event types: recruiting event, happy hour/cocktail party, educational seminar, sponsored event

Partnerships

Event partnerships can change the outcome of an event for the better — it can help attract new audiences, decrease costs, and boost brand authority. Choosing the right event partner and aligning around a common audience and goals is key to ensuring success.

Common event types: satellite event at industry conference, sponsored event, happy hour/cocktail party
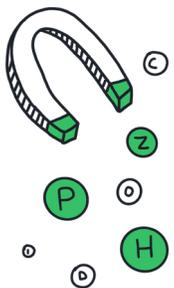
Lead Generation

Driving net-new leads from your events is tough, but possible. Net-new refers to people who are brand new to your database. Sponsoring large industry events or partnering up with another brand are two great ways to acquire net-new.

Common event types: satellite event at industry conference, partner event, sponsored event, trade show booth

Real World Example

Salesforce's Trailblazer Community — made up of approximately three million of its users — is the perfect example of customer engagement and community-building. They have more than 840 user groups in 80+ countries that meet up in-person to share ideas and network.[2]

2. https://splashthat.com/resources/event-marketing-evolution-hbr-report/uoe-pdf
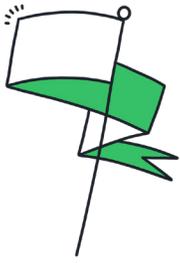
Rallying Around a Cause

Events and fundraising have gone hand-in-hand for centuries. Many companies can find a charity that meshes well with their mission, making it possible to have an impact on both a worthy cause and a business objective.

Common event types: happy hour/cocktail party, partner event, community meetup, charity walks

Sponsoring vs Hosting: Which is right for you?

Every company — no matter how big or small — can reap the benefits of event marketing. The question is, how? And what's the difference?

Sponsoring: usually this means you're paying another organizer, company, or organization to participate in their event. This could come in many forms (e.g. a booth, an experience or service (like an espresso machine at an industry conference), sponsored session or speaker slot, a satellite party, or VIP dinner).

- **What do you get out of it?** Brand exposure to a whole new audience.
- **What are the benefits?** Compared to hosting events, you're not responsible for the hardest parts of an event (venue, speakers, scheduling, audience development, logistics - ah!) - which means less manpower at a lower price point.
- **What are the disadvantages?** You're losing control over the branding, guest list, and entire experience. Which means, generally you have to be smarter and work harder for a better ROI.

Hosting: when you host an event, you have full control over the entire event experience: promotions, branding, content, and guest list. This means you are responsible for everything — driving attendance, finding the venue, scheduling speakers, booking talent or food vendors, managing the guest list and event pages, branding swag, and more.

- **What do you get out of it?** Here's the great thing: when you host an event, you can tailor it to whatever your goal is. Are you looking for in-store sales? Are you recruiting? Want to increase customer engagement? Looking to promote a product? All of the above.
- **What are the benefits?** With more control over your event, you can choose your messaging and target segments of your audience, as well as have guests fully experience your brand.
- **What are the disadvantages?** More time and manpower. But, there are several ways to offset these costs like offering partnerships or sponsorships, using event technology to scale manual processes, or hiring an outside event production agency.

Real World Example

At Dreamforce, we at Splash opted to throw our own satellite event, rather than sponsoring a booth — and still drove 400K in new opportunities and 140% ROI.[3]

3. https://splashthat.com/blog/dreamforce-event-conference-strategy

Curious about what the most popular event types are for sponsored vs hosted events? According to 739 global enterprises:

Most popular hosted and sponsored events

○ Hosted   ● Sponsored

One-Day Conference (54%)

Industry Trade Shows (54%)

Product Trainings (46%)

One-Day Conference (43%)

Business or Channel Partner (45%)

Business or Channel Partner (41%)

Source: Harvard Business Review, "The Event Marketing Evolution"
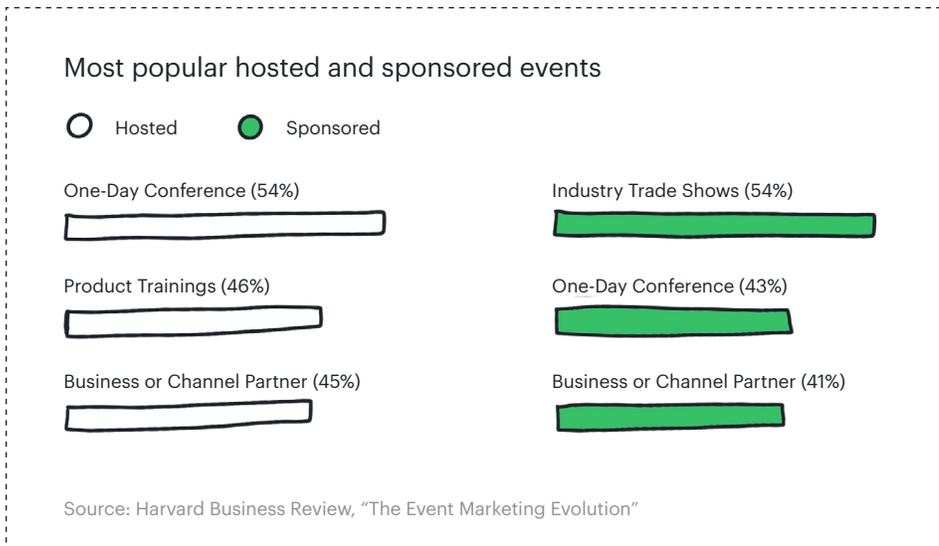
Som: "99% of the time I say 'no' to sponsoring an event"

While most companies are doing a mix of both sponsoring and hosting events, more and more companies are shifting to take more control of their events. According to HBR's Event Marketing Evolution report, **four in 10 enterprise companies plan to spend more on hosting events in the year ahead**, while only three in 10 plan to spend more on sponsoring events.[4]

Take it from one of our customers:

> "99% of the time I say 'no' to sponsoring a general event. I'd rather invest our budget on an event where I can control the content."
> - Som Puangladda, VP of Global Marketing at GumGum

Even if your company does decide to sponsor an event, it's always best practice to go beyond the booth and throw your own satellite event.

How to Build a Great Event Mission Statement

If determining your event's goal is step #1, think of developing your event value proposition a very crucial step #2. This is essentially your mission statement — aka what your guests are going to get out of your event.

By building a clear value proposition, you and your team will not only have a better understanding of your event's purpose, but you'll also be better able to express this value in your pre-event promotions (and drive more regs!).

4. https://splashthat.com/resources/event-marketing-evolution-hbr-report/uoe-pdf

CHAPTER 2

The Guest List
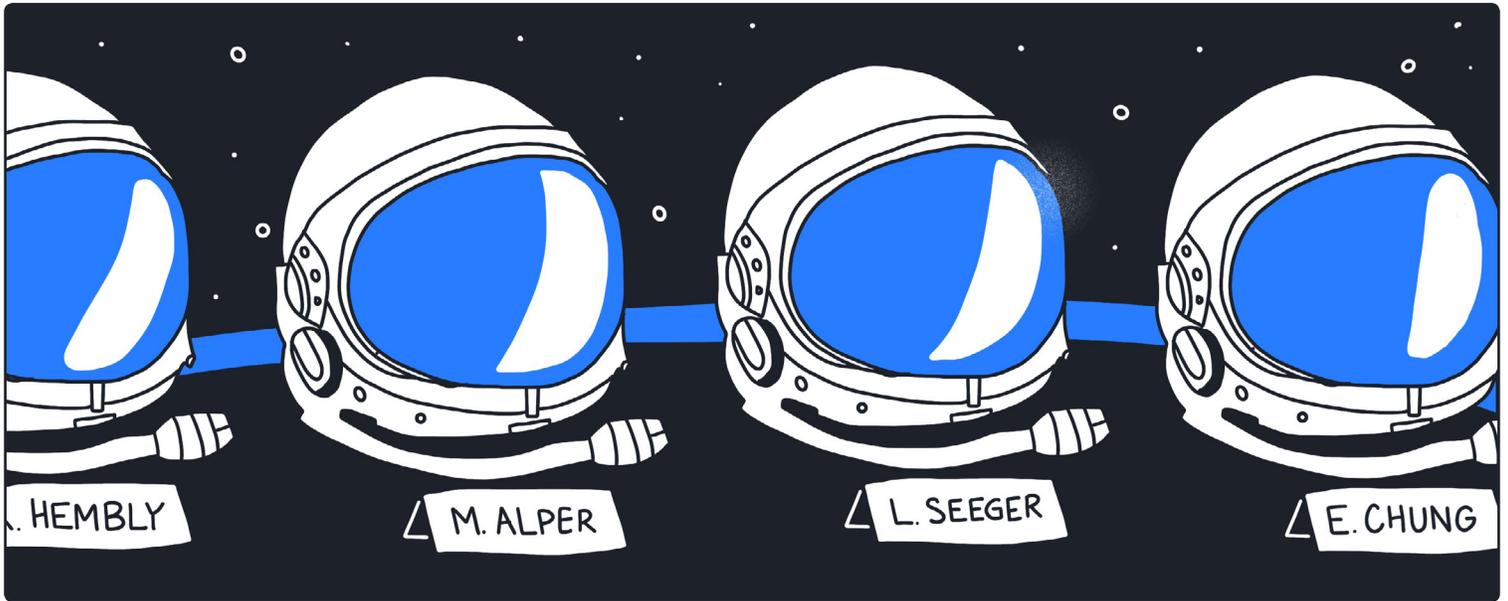
How do you make sure the right people are in the room?

When it comes down to it, the success of your event is directly tied to the people in the room.

In this chapter, we focus on:

1. How to Determine Your Target Audience
2. How to Manage and Organize Your Guest List
3. VIP Strategies

How to Determine Your Target Audience

Depending on your business, industry, and event goal (we told you it'd be important!), you might be looking to target a certain type of guest, company, account, partner, etc. to invite to your event. If you're struggling to figure out who your target audience is, we recommend you start by thinking about your goal.

For example:

- If you're looking to **increase customer engagement,** target your customers (segment by seniority, VIP, or location).
- If you're looking to **drive net-new leads or brand awareness**, cast a wider net but still target your ideal customer profile (this is a great time to sponsor a like-minded brand's event or a trade show booth).
- If you're looking to **close opportunities**, target your in-pipe or late-stage prospects (invite loyal customers as real-life case studies!), or your high-value accounts (looking at you B2B or account-based marketers).

Remember: while events are expensive, they are also very effective. Don't waste an invite — take the time to figure out who you should have on your list.

Need a great guest list? Partner with your sales team

When you're a B2B company (or you're a B2C company with a sales team), ensuring you're getting the right people in the room and driving them through the funnel requires the help of your sales and customer teams. They're the ones with the insights you need to plan a successful event: what types of events will resonate with their contacts, where and when to host these events, and who we can expect to actually show up.

After all, while you're the event expert, you're not the "sales" expert. Get the sales team to close those deals and reach out to their contacts for you.

How to Manage Your Guest List

As an event organizer, very often you have one system or technology that houses your guest list (if you don't have an event technology for this, bless your heart). But like anything, in order to make the most of it, it needs to be well-organized — especially if you have a bigger event program.

The most important thing to remember is that organizing and growing your audience lists takes time. It might take a few events before you even have some of this data to segment around, and you should always be maintaining your lists to keep them accurate and up-to-date.

9 Ways to Segment Your Guest List

There are a lot of ways to segment your guest list. We've laid out the 9 different ways we've seen it done effectively:

1. Persona
This is typically a person's relation to your business (VIP, top accounts, top customers, customer loyalists, press).

2. Participant Classification
Someone's relationship to the event (ticket tier, sponsor, speaker, exhibitor).

3. Title
These lists will be organized by job title. So you might have a CMOs list, a VPs of Marketing list, or an engineers list.

4. Geography
This one is pretty self-explanatory — lists based off of guests' location. When you throw an event, you can also tag guests who attend with the city where the event is taking place. That way, you'll automatically have segmented lists by location set up.

5. Superlatives
This list is a little less straightforward. These are lists based off people who are "the most" of something — the most socially engaged, most likely to purchase, etc.

6. Behaviors
You can segment your audience based on their past behaviors, like people who have attended three or more events, or people who often open emails.

7. Event Lists
This is usually lists categorized by annual tentpole events, for example people from CES or Dreamforce. This can also be organized by event types (i.e. people who have gone to a lot of educational events).

Does data matter if it doesn't go anywhere?

Don't forget to integrate your guest data to your "system of record," so you can sync and update statuses in real-time. This could be your CRM (Customer Relationship Management), MAP (Marketing Automation Platform), and/ or POS (Point of Sales). P.S. Splash integrates with Salesforce, Marketo, Hubspot, and more.[1]

---

1. https://splashthat.com/product/integrations

> **8. Partner Lists**
> If you have a partner for an event and give them a unique tracking link to invite people with, you can begin building audience segments around that, and oftentimes gain a lot of net-new names to your database.
>
> **9. Interests**
> These lists are based off of what people like — everything from sports, to coding, to a specific artist. You can learn a lot about guests' interests from the sessions they attend at your events, or the information you collect during registration through custom questions.

3 Types of VIPs to Consider

Another way to think about organizing your guest list is with VIPs. If you're throwing a major event (hint: it costs a lot of money!), you'll want to make sure you're focusing your attention on the right people and that your team is aligned on who these people are (i.e. a top clients or even a celebrity).

Make sure you label your VIPs in your guest list (do this in Splash easily) and that your team who's running the door knows who your VIPs are.

1. Top Prospects and Customers

The most important type of guest is one of your current prospects, best customers, or customer loyalists (if you're a retailer).

2. Celebrities, Influencers, and Speakers

YouTube sensations, authors, inventors, TED talkers, food critics, CEOs, bloggers, fashionistas, entrepreneurs, and more.

3. PR / Media

Invite writers from a variety of media outlets to your event, including newspapers, magazines, TV stations, blogs, and online publications. Be sure to look into: the size of their reach and the characteristics of their audience.

Pro Tip:

When it comes to PR, remember to prepare materials for the media to go home with — a product sample, a press release, and a packet of some sort that'll help them as they craft their glowing praise of your event.

CHAPTER 3

Team Management and Collaboration

Teamwork makes the dream work.

We're not the first to tell you that events require the highest levels of teamwork and collaboration (at least we hope we're not the first) — both internally and with any external partners.

In this chapter, we'll not only help you organize your event team, we'll also share team management techniques (+ templates!).

Here's what we'll cover:

1. Staffing the Perfect Event Team
2. How to Identify Key Stakeholders
3. The RACI Model

Staffing the Perfect Event Team

Event planners are nothing short of superheroes, but behind any great event organizer is an equally-great event team (of all shapes and sizes).

So how do you staff your team? Who do you hire? Which roles matter? We've put together a framework that will not only help you hire the right people, but also make sure you've covered every major area of your event marketing strategy.

Keep in mind: your company may have different titles or you may have a small team (people often play multiple roles or freelancers are hired to fill in the gaps). Use this as a guideline, and modify it for what works best for your organization.

7 Common Roles of an Event Team

1. Director, VP, or Head of Events

The big picture. The Director leads the event strategy, sets the vision, builds the team, allocates budget, and manages external or internal partnerships.

2. Event / Marketing Coordinator

They oversee the entire event process, supervising the rest of the team to make sure no balls are dropped. The Coordinator(s) communicates regularly with the Director to make sure the day-to-day work is laddering up to the overall vision.

3. Marketing Lead

They are in charge of the strategy and execution of event communications online and offline, before, during, and after the event: save the dates and invitations, social media posts, website placements, paid ads, content, follow-up emails, etc.

4. Sales / Customer Lead

If your event involves prospects or customers, you need someone who can help you facilitate the relationship between the event team and the relationship owners. This person will not only help you get buy-in, but will also help arm the sales and customer teams with valuable event data and help track sales performance on event outreach. (Side note: in marketing, this role is usually done by the demand generation team).

5. Designer / Experiential Designer

Your designer is in charge of all of your event's visual components: from the landing page, emails, and social assets to on-site signage, decor, and branded swag. They work closely with the Marketing Lead on the creative development during your event's promotion phases.

6. On-Site Lead

Depending on the event, you will most likely need some extra bodies on-site to help run the door, check people in, and be on hand for any extra help. Your On-Site Lead is your go-to point person for anything related to what happens on the day of the event at the venue.

This could be the same person, but you may also need a Production or Partnerships Lead.

**7. Marketing / Event Operations or Technologist**

You're collecting data at every stage of your event, but where is it going? This person is in charge of the entire marketing technology stack, and should ensure that all your event data is synced.

1:4 is the Most Common Ratio for Event to Marketing Roles

According to a recent event marketing study of 739 global companies,[1] 1:4 is the most common ratio of event roles to other marketing roles at global, enterprise companies. Which means: for every four marketing employees you have, one of them should be dedicated to events.

Employees in Marketing Department vs. Employees Responsible for Events

⬤ 10,000+ Employees   ⬤ 1,000 - 999 Employees   ◯ Fewer than 1,000 Employees

73   34   20   15   8   5

Mean number of marketing employees

Mean number of marketing employees responsible for event planning

Source: Harvard Business Review, "The Event Marketing Evolution"
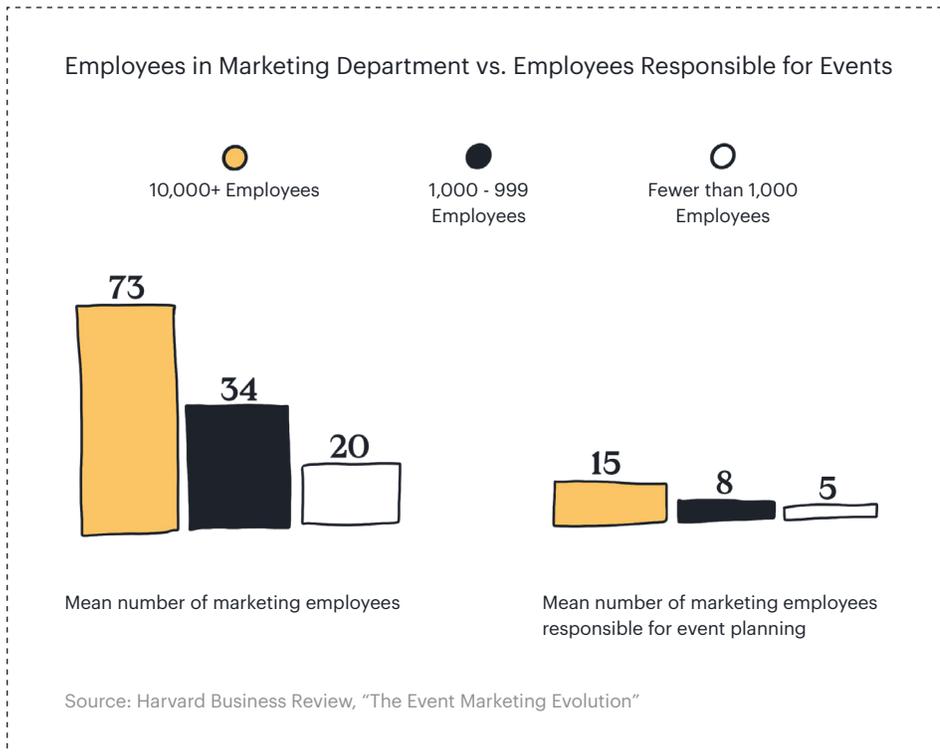
But... the number of dedicated event staff really depends on the size of your organization. What's more important is that you ensure you have all the important parts of your event covered.

How to Identify Your Event's Key Stakeholders (and Why it Matters)

An important step early on is to identify who else in your company is a stakeholder in your event, and get everyone involved from the start. These people should be looped into event planning, strategy, and likely the execution. Above all, your event team should never be working in silo.

Your event's stakeholders usually depends on your goal, for example:

- **If driving sales is the goal**, you should be collaborating with your Sales team from the very beginning (deciding guest lists, promotions, using tracking links, etc.).
- **If it's a recruiting event**, make sure you're aligned with your HR department on the type of candidates you're targeting (aka who you should invite).
- **If it's a product training**, you'll want your Product team to be heavily involved in planning out the flow and content of your event's sessions.
- **If it's an educational seminar**, think about who in your company knows the most about this topic, or who would be willing to participate in a panel.

The RACI Model: Team Management Made Easier

Like anything that requires teamwork, events also require a lot of communication (and over communication) to ensure that every task is planned and executed efficiently.

At Splash, we use the RACI Model. RACI (stands for **R**esponsible, **A**ccountable, **C**onsulted, and **I**nformed) is a common project management framework that can help you organize responsibilities across your team and ensure everyone knows who's in charge of what.

Here's a breakdown of each part of the model:

- **Responsible**: the person who ensures the work (aka the particular project or task) gets done
- **Accountable**: the person who actually executes the work (this could be the same person as "Responsible")
- **Consulted**: the person who gives final approval on the work and that it's been completed
- **Informed**: this person is on an FYI basis — they're aware of the work, but are not involved in the execution or approval

CHAPTER 4

Production: Venue, Vendors, Partners

Where should this thing happen? And who will help you?

Eeks. This is the part that most event planners dread (and requires the most research and paperwork). But we're here to help ease the pain... this chapter covers some of the most important Ws of events: where will you have the event, and who will you work with to take it to the next level?

We cover:

1. Your Event Destination
2. Finding the Perfect Event Venue
3. What Vendors Do You Need?
4. Event Partners
5. Finding and Securing Guest Speakers

Event Destination: Location, Location, Location

It's not just about the venue — your event destination can actually affect whether or not your guests will show up (72% of event attendees say destination is a significant factor in whether or not they attend an event).[1]

Before you do anything, you have to make sure your event destination takes into account of your event's objective — you want to think about which destination (city, venue, and event space) will help you achieve your overall goal (whether it's to promote your product, drive brand awareness, close deals, etc.) and cater to the right audience.

The Three Cs of Event Destination

Convenience: a venue may be super unique and awesome, but convenience is going to be one of the biggest factors in event attendance. Begin by choosing your city carefully (is it easy to get to for your target audience?) and then choose a venue that's conveniently located near restaurants, coffee shops, hotels, etc.

Climate: don't underestimate the power of bad weather on your event. Climate is a key factor to think about, especially if any part of your event will take place outside (even if it's just the check-in line!). And be prepared with umbrellas and reliable AC for unpredictable weather changes.

Cool Factor: throw an event any old city, and you might have a tough time luring out-of-town guests. But throw an event in, say, Sonoma and you just might get people thinking "Well, I've been wanting to plan a vacation and I've never been to wine country, and work will pay for the flight..."

Pro Tip:

In your promotions, in addition to talking up your awesome event, sprinkle in some enticing tidbits about the city it's located in so people know what their options are outside of the main act.

How to Choose the Perfect Venue

Finding the ideal space for your event is like looking for the perfect apartment. It may feel impossible (and sure, you may have to compromise on some things) but if you focus on what really matters and start early enough, **you can do it**.

---

1. https://www.iaee.com/resources/decision-to-attend-study/

So what exactly should you be looking for? Based on a recent survey of 180 planners,[2] the perfect venue largely boils down to these four things:

- Access to interactive technology
- Flexibility of the space to meet the event objective
- Availability of networking spaces where attendees can engage each other
- Opportunity to discover authentic local culture, food, and experiences

We broke this down even further to consider the little details — everything from A/V to bathrooms — that you should be looking for when shopping for venues.

Remember: there are a lot of factors that affect whether or not a venue is right for your event, and most of the time, the best way to evaluate a venue is by seeing it for yourself in-person. Before you look, think about this list and everything you'll need — large and small, general and very specific — so you know what to ask about.

19 Venue Details You Should Consider

1. Accessibility
No matter the location, it's always important to make sure your event's venue is accessible. This includes thinking about things like elevator access, transportation routes to and from the venue, parking, entrances (how many are there and where are they located?), and more.

2. Capacity
Find out how many people you can fit for various seating styles (classroom-style rows, tables of 8, etc.) so you know what you're working with.

3. Food
Food is a crucial component to any type of event. Find out if the venue has in-house catering services or required partners, or if you can choose your own. It's also worth asking about any kitchen or designated prep areas.

4. Drinks and Bar Staff
Confirm whether or not the venue has a liquor license, and if you have to provide your own bar staff.

5. AV and Furniture
Does the venue have the AV equipment and furniture you need in their inventory? What are the typical fees?

6. Temperature
No one likes an overly hot or stuffy event. You'll want to be able to turn on the AC way in advance to pre-cool the space.

Pro Tip:

Don't be afraid to ask for discounts when you're touring a potential venue or negotiating the contract.

2. http://www.iacconline.org/meeting-room-of-the-future-june2017-download

7. Security
Ask whether or not the venue has its own security services or if you will need to provide it.

8. Vendors
Does the venue have vendors that are required or unionized? Or, maybe they have vendors they like to work with that they could recommend for you.

9. Elevator
Is there a freight elevator for large equipment and furniture? How far in advance can you load in?

10. Sound
Be sure to ask about any sound ordinances in the area that the venue must comply with.

11. Garbage
Does the venue have its own garbage area/disposal, or does your team have to deal with it?

12. Water and Electricity
If your venue is a bit more nontraditional (i.e. outdoors), does it have water hookups? What about electricity/power hookups?

13. Exclusivity
What's the deal with exclusivity? What happens when your event ends if people are still hanging around? (Idea: turn the bar into a cash bar afterwards to keep people hanging out without letting costs get too crazy)

14. Coat Racks
Where are you allowed to hang coats and bags, and how do you have to hang it? This may seem minor, but some venues have very specific rules — which could impact how you can decorate the space and what tools you need to have on hand.

15. Lighting
See if there are any particular rules around lighting in the venue. Are there lights you can't turn off?

16. Bathrooms
How many bathrooms can you use? To maximize comfort and limit wait time, we suggest having two bathrooms for every 50-75 people.

17. Timing
How early would you be able to access the venue? How late can you stay?

18. Storage
Ask if there is any designated area where you can store things (swag, signage, food and drinks for your staff, etc.).

19. Contract
Make sure you have a clear understanding of what comes with your contract and what doesn't. It's always good to ask if there there any other fees that haven't been discussed yet.

Pro Tip:

On the day of, get to your venue as early as they'll let you (we're talking 6AM). You'll make adjustments on the fly, make friends with the staff, and feel confident about being able to set everything up just right.

Little Things to Remember (that Make a Big Difference)

We're all human. Things happen. But hopefully this list will help make sure you remember every little thing you need when it comes to your event venue.

- Adapters and chargers (for your phones, iPads, badge printers, laptops for presentations, etc.)
- Signage so guests know where to go when they arrive
- Set the mood: play music as guests arrive (ensure the venue is capable of this if you want it)
- Have plenty of swag to give away to guests and staff/vendors
- Temperature: too warm and everyone falls asleep, too cold and everyone's on edge. We recommend setting the temperature to 64

What Kind of Vendors Do You Need?

You've got your destination, you've got your venue. So who will you be working with on-site to make the magic happen?

Every event requires different types of vendors, but these are the ten we see most often:

1. Venue Manager
Event venues usually have a go-to someone who will work hand in hand with your team (particularly the On-Site Coordinator).

2. Production Manager
They run the show and can be in charge of many different things ranging from stage design (tech) to run of show (content, materials, and speakers), to the production and installation of branded decor, to the coordination of other vendors.

3. Food and Beverage
Your venue may have specific relationships with caterers or you may be allowed to bring in your own food and beverage options. Look for an experienced company who can adjust to any kitchen set up, order the proper amount of food for your party size, and has the manpower to clean up along the way so your event doesn't get trashed.

4. Rentals and Setup
Tables and chairs and silverware, oh my! The more you can consolidate everything coming to your venue into one rental company, the better. Some catering companies may have this stuff covered, including sound and lighting equipment, but if you need a crazy-custom light show, you may want to go with a specialist.

Pro Tip:

Pay attention to gratuity. Sometimes tip jars aren't allowed, so be sure to check with your venue and vendors so you can decide on the right approach.

5. Entertainment / Music

Music is necessary for almost every event, and we know DJs and tribute bands probably come to mind first. But don't be afraid to brainstorm other entertainment possibilities that could complement your event's theme.

6. Decor and Florist

Flowers are a staple in the event world, and decor has become more and more important to creating the feel of an event, as well as making spaces more functional and beautiful.

7. Photographers and Videographers

Hiring a professional to capture an event is pretty standard these days, though user-generated phone photos are also highlighted during and after events more frequently.

8. Transportation

Over the course of your event, you may need to move people around via limos, buses, rickshaws, etc. Look for safety records of your transpo partner, but also check up on the touches that'll affect your guests' experience (will the driver let someone plug in their Spotify for an impromptu dance party? Can people drink inside the vehicle? Do they clean up between groups?).

9. Destination Management Company

If you're not choosing the destination yourself, there are professional party planners that offer local expertise, which is especially useful when you're planning an out-of-town event (hello local vendors!).

10. Hotel / Accomodations

If you have guests coming from out of town, you may need to organize hotels or other overnight accommodations. Try and find options that are close to the venue, but also in a good location with restaurants, coffee shops, convenience stores, etc. within walking distance.

Friendly reminder: make sure someone is providing meals for the team and vendor staff. Negotiate a hospitality rider into your contracts. Well-fed and hydrated workers = better workers. Remember to bake staff transportation into your budget as well.

Looking to Partner Up?

Depending on the type of event you're throwing, you may decide to work with a partner for a variety of reasons: it helps you bring in new audiences, it helps cut costs, it makes your event look more official, etc.

It may seem simple, but there's a lot that goes into finding and securing an event partner. And it's not just about finding a partner — it's about finding the right partner for your event and your brand. These can be other companies in your industry, publishers, or even CPG brands like food or beverage makers (which can replace some of your vendors above).

As a rule of thumb, look for a partner who:

- Has a brand identity that meshes with yours
- Is looking to reach a similar audience
- Can offer something relevant to your event's audience
- Has complementary goals for the event

Guest Speakers: How to Find and Secure Them

When you think of an event speaker, your mind might go straight to a stuffy auditorium filled with people barely paying attention. We're here to break that stereotype, because your speakers have the power to take your event to the next level (whether it's a big conference, VIP roundtable, educational seminar, product launch, or otherwise).

Before you start looking, start by getting a better idea of what your event's content will look like:

- Set a program theme.
- Set topics that will ladder up to that theme.
- Try to mock an agenda.

Even if you don't have all of these details fleshed out, this information will help you better target the right guest speakers.

CHAPTER 5

Building Your Event Page
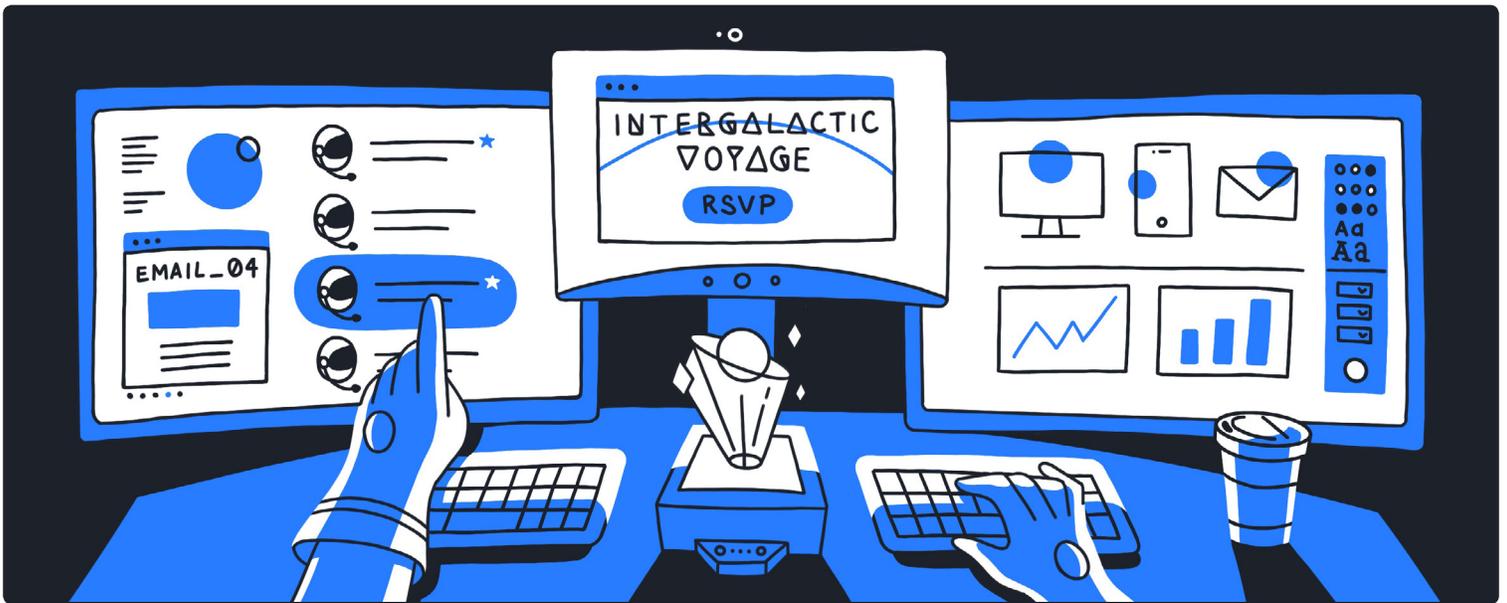
Go on, show it off.

Your event page is often the first thing your prospective guests see about your event. And at Splash, **we believe it's one of the most important parts of your entire event**.

Most of all, it's really the driving force to getting your guests to show up. That's why it's important to be extra thoughtful about your event page and not treat it as an afterthought.

Here's what you want your event page to do:

1. Convey your event's message, story, or value
2. Provide the important details (location, speakers, etc.)
3. Get them to RSVP or buy tickets (the holy grail)

In this chapter, we share the ingredients of the perfect event page, and design tips to take yours to the next level.

The Anatomy of an Event Landing Page

Even though there are seemingly endless ways to customize your event pages, there are certain elements that every event page should include.

> **If your event is the Kardashian family, your event page is Kim. Without her, is there really a Kardashian family? Think about it.**

1. Date and time
2. Event title or event logo
3. RSVP button / sign up
4. Venue
5. Logo and / or partners
6. Description and details

Depending on your event, you may want to include bonus content like:

- A promotional video or live stream
- A packing list or a guide to the city the event is located in
- A list of future events
- A list of the guests or brands who will be there
- Testimonials from past attendees
- Social buttons
- Navigation bar (if you have a lot of content)

While all of the above will help attract your guests and make your page really pop, make sure you got all the logistics down first (we can't count the number of times we put together an awesome event page and forgot to include the date).

But Don't Forget: The RSVP Form

What's even more important than the event page itself is the point of registration. Why? Because a great RSVP form can reduce the friction between your guests and the submit RSVP button... which means, more conversions!

While there are a million ways to customize an event form, here are the basic fields that every form should have:

- Name
- Email
- RSVP button
- Secondary information
  - Business info: job title, company, industry
  - Plus one(s) and their information
  - Dietary preferences or restrictions
  - Personal info like t-shirt size or favorite color
  - Consent box for data processing or opt-in for future communications
  - Any data you want to provide the best guest experience

Are you in the EU or are you collecting EU data?

Event organizers collect a lot of personal data (especially on RSVP forms). And with GDPR in place, you need to pay attention to how you're collecting and managing your EU guests' personal information.

Here's an example of an RSVP form we used for a recent customer dinner:

Don't feel restricted by just the basics. Here are **three tips to providing the best guest experience** from click to confirmation:

1. **Make it personal with smart forms**. Use conditional logic to control which custom questions show or hide based on answers provided.
2. **Make it pretty**. There's nothing worse than landing on a beautiful event page, clicking RSVP, and having a non-designed RSVP form pop up and completely take you out of the experience (or is it just us?).
3. **Make it exclusive with capacity limits**. 51 people want a size medium T-shirt for your conference, but you only have 50 available... now what? Set capacity limits to responses (and avoid disappointing your medium-T-shirt-sized guests).

Psst: we dig deeper into all of the guest data you can capture with your forms later on in Chapter 9.

Also, Don't Forget: The Confirmation

You're not alone — everyone always forgets about the confirmation (that is if your event technology allows you to customize it).

And sure, it may not be the most important part of your page or the experience, but it's still a great opportunity to end the event page experience on a high note.

1. On-Page Confirmation: this is messaging indicating that the RSVP is successful.

Where does your data live and where is it going?

Make sure the data you're collecting on all your forms is integrated with your CRM, Marketing Automation tool, or Point of Sales so it gets into the hands of the people who matter.
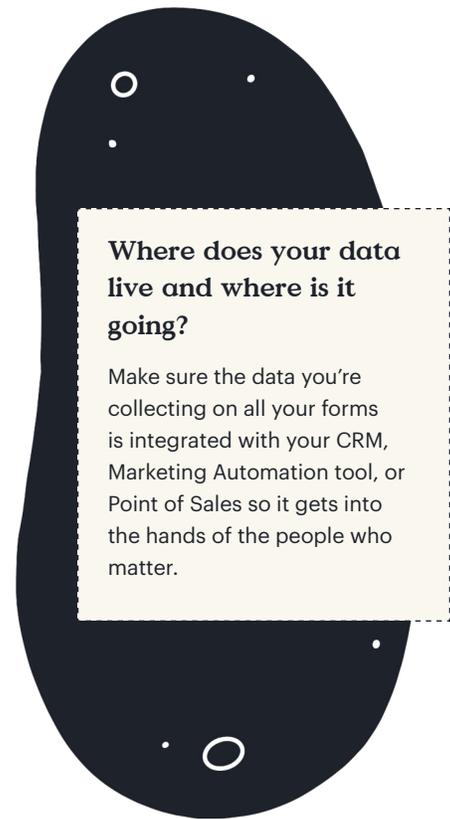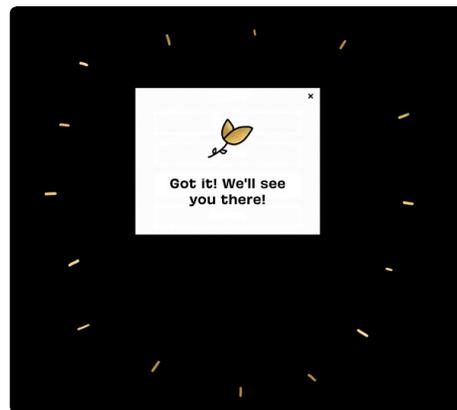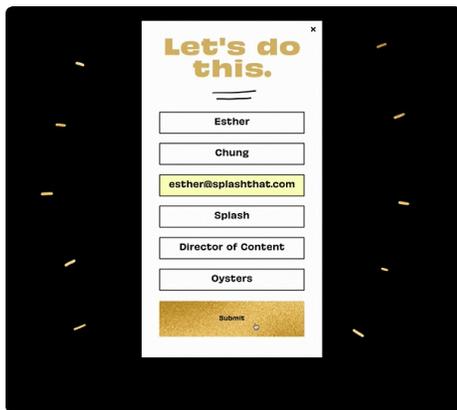
2. Confirmation Email: this is the email immediately indicating that the RSVP is successful. This email can also include all the important details that a guest can refer back to later (like how the one below includes the date, time, and location again).


Designing Your Event Page

Whether you're a marketer, event planner, or designer, having a great event page all comes down to great design.

While a lot of your event page design may rely on your company's current branding (definitely make sure you check with whomever owns your branding before you go willy-nilly), you have a huge opportunity to make your event page the star (or the "Kim") of your event.

If you don't consider yourself a traditional "designer," and this whole section is already starting to stress you out, take a deep breath... we got a lot of tips that will help you build the event page of your dreams.
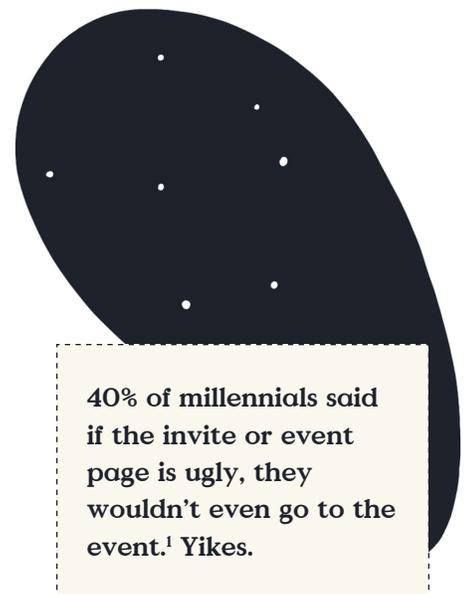
40% of millennials said if the invite or event page is ugly, they wouldn't even go to the event.[1] Yikes.

1. https://splashthat.com/resources/millennialz

7 Event Design Principles We Swear By

You've got the basics down of what goes on an event page. But what about the elements that will take your event page from "hey, cool event page" to "Holy sh*t, who's your designer?" (it's you!).

1. **Be intentional about what's above the fold**: most of your event's important information (i.e. date, time, location, RSVP button, etc.) should live within the initial browser window without having to scroll.

2. **Add movement with hover states**: hover states help bring excitement to your page let you add movement to an otherwise static page. For example you can add an underline or drop shadow when someone hovers over a button.

3. **Remember the button, the form, and the confirmation**: this is what we call the Holy Moly Trinity, and it includes: a fun-to-click-on button, a beautifully-branded form, and an on-page or email confirmation that ties everything together.

4. **Be mobile first**: 59% of attendees register for events on their mobile device — so your event page needs to be equally beautiful and seamless across desktop and mobile.

5. **Don't skimp on the imagery**: the imagery on your page should be nothing short of beautiful.

6. **Keep it simple**: don't over complicate your event page with too many fonts, colors, or distractions from what matters most: the details of your event.

7. **Speak to your audience**: really think about who you're speaking to and what you want your messaging to convey to them.

Examples of Dope Event Pages

The best way to understand the potential of your event page is to see how the best of the best do it. We've put together examples of our favorite event pages of all time.
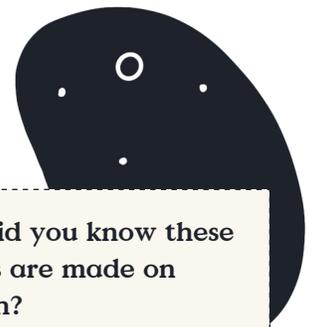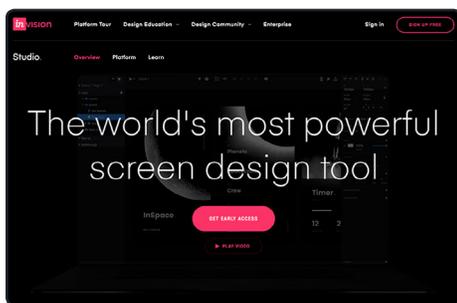
← **Did you know these pages are made on Splash?**

Splash makes creating event pages so easy, no code required.

House All Your Events in One Place

Chances are, you're not just focused on one single event. Maybe you're throwing events in 100 cities all over the world. Maybe they're every 30 minutes all on the same day. Or maybe they're just curated carefully for your VIPs.

Consider putting together a landing page or an event calendar used to showcase multiple events all in one place (at Splash, we call this a "Hub"). By putting all your events in one place, you can:

1. Get the word out about all your events easily.
2. Showcase, curate, and customize your events any way you want.
3. Build a community of engaged fans (that keep coming back for more!).
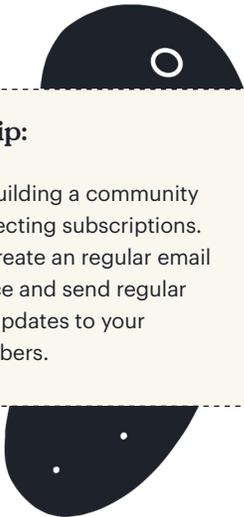
Pro Tip:

Start building a community by collecting subscriptions. Then create an regular email cadence and send regular event updates to your subscribers.

Create a Holistic Experience Across All Your Event Assets

There's more to designing an event page than just making it look amazing (stay with us). Your event design strategy should always consider both the online and offline experience so it's seamless for your guests.

Make sure you're creating a holistic experience at every stage of the event lifecycle, and think about how your event page design could be transferred over to other assets — like your social promotions, emails, on-site signage, etc.

Real World Example:

AppsFlyer has perfected the 360 brand experience at their events. Their team of 3 designs 250+ events a year and ensures every event asset is cohesive, from the event pages and emails to the on-site signage and swag.[2]

Other Event Assets to Consider

Here are some examples of assets you can consider to make your event experience seamless:

Online

- Emails (thank you email, confirmation email, reminder, etc.)
- Social promotions (use your event card!)
- RSVP form
- On-page confirmation
- Presentation decks
- Post-event surveys

Offline

- Posters
- Signage (digital or physical)
- Decor (chalkboards, custom wallpaper, flowers, etc.)
- Flyers or handouts (or the wifi password info sheet)
- Swag
- Trade show booth
- Guest badges

2. https://splashthat.com/case-studies/appsflyer

CHAPTER 6

Promoting Your Event

Get the word out.

At this point, you've spent a lot of time planning your event, and put in a lot of blood, sweat, and tears (too real?).

Now's the time to get your event out there and start driving RSVPs. In this chapter, we go into:

1. Nailing Your Event Promotion Timing
2. How to Craft the Perfect Email
3. External Promotion Tactics

Nailing Your Event Promotion Timing

To help you think about the promotions you'll need for your own event, we created a mock promotions timeline — emphasis on the "mock": feel free to add to it or take certain elements away (we won't be offended, we promise).

Note: in this version, email is the main source of promotion, but we dig into more event promotion tactics below.

A Mock Event Communications Timeline

On average, events have a promotion cycle of about about 8 weeks, but every event is different. If it's a larger or paid event with thousands of attendees, you'll likely need a longer promotion cycle with more emails.

If it's a smaller or more intimate event, the promotion timeline may look shorter than this (i.e. 4 weeks or even 2 weeks). Make sure to keep that in mind when putting your own timeline together.

6-8 Weeks Out: Launch Promotions

- **First email invite**: this email is an important one. When you're crafting your first invite, think about what you want your audience's first impression of your event to be. Make sure to include all of the key details, and a clear CTA for them to RSVP.

- **Launch social promotions**: start with an "announcement" post on all of your social channels, and then continue with consistent posts throughout the promotional cycle.

- **Enlist partners**: if you're working with partners for your event, make sure they have everything they need to help promote it (images and copy for social sharing, correct event page links, etc.).

- **Begin outreach from Sales**: your Sales or Customer team can add a P.S. about the event to their email signatures, and reach out to their top prospects and customers with a personal invite (tip: incentivize them with prizes for whoever drives the most RSVPs).

4-6 Weeks Out: Drive More RSVPs

- **Second invite email**: this email can go to the same list as your first invite, or you can segment your audience and send a few different versions that are tailored to each specific group. If you do decide to send to that same initial list, make sure the email looks and feels different (design-wise and copy-wise).

- **Announcement**: we like to think of this email as a reminder disguised as an announcement. In this one, reveal a new piece of information about your event – for example a new performer, speaker, or a venue change. You might actually have new updates since your last email, but it's also good practice to save a detail or two for these emails ahead of time.

The Save-the-Date Tactic

Also consider sending a Save-the-Date or a teaser email to really drum up buzz. Positive side effect: this can help you test any issues with email deliverability before the big send.

Change up your messaging.

No one likes seeing the same tweet over and over again – make sure you're diversifying your social posts and highlighting different parts of your event (i.e. the speakers, entertainment, food, venue, etc.).

2-4 Weeks Out: Add a Sense of Urgency

- **Reminder email**: send an email to anyone who didn't open your previous emails – maybe try using a different angle to try and spark their interest.

- **Second announcement**: you may want to send another reminder in the form of an announcement to help create some buzz and get people excited as the event gets closer.

- **Enlist more help from sales**: are they putting in their part?

Week Of: Ensure Your RSVPs Show Up

- **Personal reminder**: the week of your event, send a more personal reminder (plain text, rather than something designed) from your CEO or founder – your guests will appreciate the personalization and already feel connected with your brand.

- **Day-of email**: the last thing you want is someone not showing up to your event because they didn't know where to go or how to get there. The day of your event (or the day before, or both) send guests all the details they'll need: how to get to the venue, parking, entrances, what to bring, etc.

Even when you start promotions two months out, **a lot of your RSVPs will end up coming in the last two weeks**. So, don't stress if your guest list feels light in the beginning of your promotional cycle – and also, don't skimp on the reminder emails.

How to Craft the Perfect Event Email

Crafting the perfect event email is both an art and a science. Here's our best tips for writing emails that help drive attendance:

- Create a compelling subject line
- Capture attention with the headline
- Include all of the key details
- Tailor the language to your audience and your event
- Highlight the benefits of attending
- Use a strong call-to-action
- Create a sense of urgency

Don't be afraid to test out different "From" fields in your emails.

Maybe sending from an actual name (e.g. Clare at Splash) will perform better than a company's name (e.g. Splash Events). Or, if you're inviting customers, it might be more effective to email them from their account managers' names rather than sending everyone a generic invite.

Timing can be everything.

Did you know: people purchase the most tickets between the hours of 12PM and 1PM. So, aim to send out your email promotions during this time of the day.

Above all, the number one thing to remember is that your promotions should convey your event's value, and what a guest is going to get out of attending.

Here's an email example that includes all the information the guest needs:

Email Deliverability

Worried about your emails making it into your guests' inboxes? Here's some email deliverability tips to help avoid the dreaded spam folder:

- Use conversational language and avoid sounding spammy
- Avoid excessive use of images
- Avoid hyperlinks
- Avoid ALL CAPS

Our Favorite Event Promotion Tactics

Email may be your go-to promotion channel, but there are a lot of other ways to get the word out there about your event (to supplement your email strategy). Some great promotion tactics that we live by include:

1. Price your tickets in a smart way

If you decide to throw a ticketed event, pricing and timing can be the difference between no sales and a sold-out event.

Here are some of our favorite ticketing strategies:

- **The 7:1 Rule**: for every $7 you increase ticket prices, expect a 1% drop in conversion.
- **The Power of Nines**: we've found that pricing tickets in nine-dollar increments (i.e. $29 rather than $30) helps drive sales.
- **The Early Bird Effect**: use discount pricing to create a sense of urgency, and offer a limited number of discounted tickets if guests buy early (aka "buy now, while tickets last").

2. Comp tickets (yes, seriously)

If you're throwing a huge conference, giving away tickets for free can actually be a more profitable tactic. Comp tickets can help you fill the room with higher-quality guests and generate more sales opportunities from your events.

But remember: every company is different, and things like your opportunity-to-close ratio, average opportunity value, and sales cycle will affect your results.

3. Promote your event internally

Your mind might be on your guests, but don't forget to evangelize your event to the rest of your company, too. You'll want to over communicate (and start early!) about your event, including: why you're throwing it, what your goals are, and how everyone in your company can help.

Then, make sure you give them everything they'll need: sharing materials, action items, a detailed schedule of all the activations, etc.

4. Leverage external promotion channels

One of the most obvious external promotion channels is paid and organic social, but there are a lot of opportunities to think outside the box. Consider:

- Placement in external event calendars
- Posting in any relevant LinkedIn groups
- Creating content around your event's topics or themes
- Display ads
- Blog swaps with brands that have a similar target audience
- Placement in industry newsletters

Remember to monitor your promotion performance and iterate as you go. Avoid using the exact same promotion tactics for every event, **unless you know it really works**.

Don't forget to track everything

Set up tracking links so that you can see where your RSVPs are coming from – you can create a separate tracking link for each promotion channel, and even give each sales rep a unique tracking link so you can track their progress and award top performers. (You can do this in Splash!)

CHAPTER 7

On-Site Best Practices

It's the big day.

With any event comes a lot of planning, strategizing, and organizing (see chapters 1 through 6), but in the end it all comes down to what happens on the day-of (by the way, congratulations - your hard work is about to pay off!).

In this chapter, we dig into the most important aspects of the on-site and check-in process, which includes:

1. Running the door
2. Checking guests in
3. Badge printing
4. Guest communication
5. Your on-site team

Being an event planner on the day-of the event is hard enough. These tips are here to help make the process as easy as possible so you can avoid running to the green room to cry (hey, we've all been there).

The Check-In Process

Check-in is one of the most crucial parts of an event. Think about it: if your check-in process is quick, seamless, and efficient, your guests will walk in already having had a great experience with your brand.

But if there are hold ups at the door, fumbling around for name badges, or endlessly flipping through guest lists, your guests may walk in flustered, annoyed, or worse – not impressed by your event right off the bat. Let's try to avoid those angry tweets...

Running the Door

While this may sound straightforward, there are a lot of small details to consider when it comes to the door (especially if you're throwing a big event).

Here are some key questions to think about ahead of time:

Door Tip:

Start door duty an hour before the event. Some guests may arrive early, and you want to make sure there's someone there to greet them when they do.

- How many people do you need running the door? (We recommend one door staff member for every 50 guests)
- Do you need security? (Yes, most likely.)
- How long will you need the door to be staffed?
- Will your door staff need shifts?
- How are you going to organize the lines?
- Will you need a separate entrance for VIPs?

If your event doesn't have any different tiers (VIPs, press, etc.), organizing the line at the door can be pretty simple.

Things get a little more complicated once VIPs get involved.

Organizing Lines for VIP Events

VIP events require an extra level of perfection (after all, it's really them that matter at the end of the day). Our best advice is to have an entirely separate program for your VIPs.

Here are our tips:

- Have VIP guests come to a specific door
- Give VIPs a separate arrival time (at least an hour early)
- Give VIP guests a different color wristband, lanyard, etc.
- Have VIPs meet you somewhere in advance to pick up their VIP bracelet

Here's an example of a VIP door set-up that has worked well for our customers (it's best when the VIP line is hidden enough that GA guests won't wander over - trust us, it happens a lot):

Need to save manpower at the door?

You can put Splash's Host App[1] in Kiosk Mode and let guests register or check themselves in (hint: less door staff required = more time to mingle with guests inside).

Once your boxes of lines are created, think of the flow as a conveyor belt. Have 3 different people working this rotation in shifts with these 3 stages:

1. Security: a physical person checking for 21+
2. List/Wristbands: a person to ask, "Are you on the list?" and attaching a wristband
3. Counter: someone to keep track of the number attendees/space/capacity and the "feeling" of packedness

Bye Clipboards, Hello Check-in App

The last thing you want at the door is a long line, angry guests, and a frazzled staff (thank u, next).

Enter: an event check-in app. We know that no event is perfect, but a check-in app helps eliminate or alleviate a lot of the hassle of the check-in process.

Don't believe us? Here's why we think every event organizer should use a check-in app:

1. **It helps streamline the check-in process**. With a check-in app, you can check people in with a single swipe – making the process extra speedy and efficient.
2. **You can capture walk-ins and last-minute guests**. Did someone forget to RSVP but still showed up? You got this. A check-in app allows you to capture on-site registration and even print name badges right then and there.
3. **You'll never lose data again**. Stop sifting through old business cards the next day. Collect data and sync it with your system of record (like your CRM or MAP) in real-time.

Your check-in app can also act as a single point of communication for your team, and you can also alert your guests of any last-minute changes in real-time.

On-Site Badge Printing

Picture this: you spent hours pre-printing and organizing guest badges for your event, only to realize that when you're actually looking for someone's badge, it's like looking for a needle in a haystack (the pressure!).

But don't worry, we're here to help you avoid that nightmare. With Splash's on-site badge printing,[2] you can print someone's name badge the instant they check-in – no shuffling through piles of badges or awkwardly writing them by hand required.
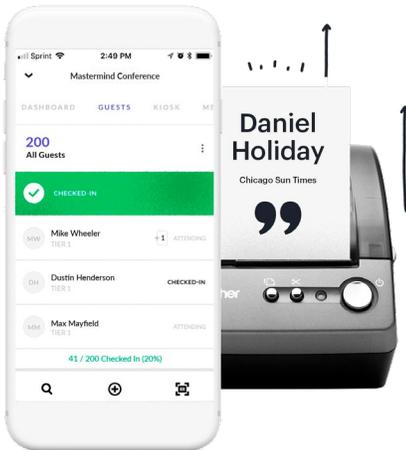
This gives guests more time to enjoy your event, and you and your team more time to connect with people inside. Win-win?

## Communication With Your Guests

The behind-the-scenes of your event may feel hectic (spoiler: it definitely will), but you never want your guests to feel like they don't know what's going on.

And while we can't help you prevent a torrential downpour or stop your keynote speaker from unexpectedly getting the flu, we can share some tips to help keep your guests informed.

Here are some of our favorite ways to do it:

- **Set up information signage or visuals**: provide your guests with on-site information right when they walk through the door. Set up signage or TV visuals that remain in the same place and provide relevant information for the event (i.e. a map of the venue or breakout session times) that they can refer back to at any moment.

- **Send instant updates to their inbox (on next page)**: need to send your waitlisted guests an email about your event reaching capacity? The easiest and surefire way to do this is to use the Splash Host App and send a text email to guests directly from the app.

- **Post on social media**: for most events, the first place guests usually check for real-time updates is your Twitter profile. You can leverage your social media channels to post updates as they happen, and include an event hashtag that people can follow along with.

2. https://splashthat.com/blog/event-on-site-badge-printing-experience

An example of sending text emails through Splash's Host App to update your guests:
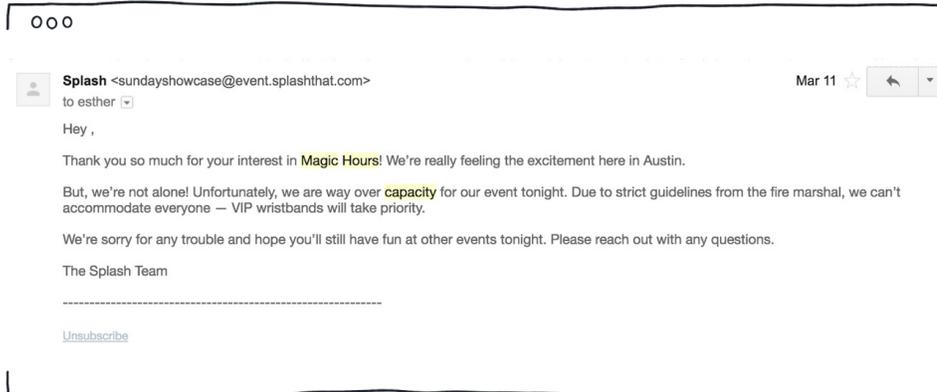
Your On-Site Team

We covered putting together your event marketing team (which includes an on-site lead, venue manager, and production manager) in Chapter 3, but what about who to put at the door?

Sure, you may be tempted to put just anyone at your door. But how an attendee, or more importantly, a VIP, interacts with your staff can make or break their experience.

This might sound like the opposite of what you should do, **but you need to get the best on your team running the door – whether it's the director of communications, your best salesperson, or a marketing executive**. These are the people who know the VIPs and customers over the outsourced staff.

Team Communication

Just as important as communicating with your guests is communicating with your team. Before your event, think about how you're going to communicate with your event staff on-site. Here are some of our best team communication tips:

1. Establish a go-to form of communication with your event staff

Whether it's with walkie talkies (our least favorite method), in-person syncs, group texts, or Slack (our favorite method), your first priority should always be to decide which communication channel you and your staff will be using on-site.

2. Always be in contact with the door

If there's a place where you never want to underestimate communication, it's at the door. You should always, and we mean always, be in contact with the team that's running the door at your event.

3. Connect your sales team to prospects faster

No one likes walking into an event without feeling welcomed. The instant an important guest walks through the door, your sales team should be right by their side, greeting them with their favorite drink.

So, how do you make sure your team knows who's at your event? Here are **three ways we love to do it at Splash**:

> - Set up our Host App to **automatically send push notifications** the moment your clients, prospects, or VIP guests arrive.
> - Integrate Splash with Slack,[3] and automatically **send customizable, real-time updates** on who's checked in straight to a designated Slack channel (that way you can flag key prospects, and ping account owners).
> - Integrate Splash with Twilio via Zapier,[4] and **send SMS event notifications** to your Sales team when guests RSVP to an event (you can map to a specific event or list).

4. Identify the main point of contact for external partners

Unfortunately, it happens often – partners, speakers, or sponsors will arrive at your event with no idea where to go, where to set up, or what to do. Before your event, don't forget to provide them with one central point of contact so they can easily communicate with your team on-site.

How to Expect the Unexpected?

Unfortunately, you can't — it's impossible to predict problems like bad weather, traffic, talent not showing up, or electrical issues.

The best possible thing to do is to think of everything that could go wrong (this will get easier the more experience you have) and put a contingency plan together. Then, make sure your team knows about it.

Pro Tip:

Keep in mind: when talking to your event team, things not only have to move quickly, they also have to be under the radar. Because no one wants to be that person speaking into a walkie talkie at the front door about a security mishap inside of the event (awkward!).

---

3. https://splashthat.com/product/integrations/slack

4. https://splashthat.com/product/integrations/zapier

CHAPTER 8

The Post-Event Strategy

It's not over... yet.

First off, take a deep breath. You made it! The hard(est) part is over.

But the post-event is (arguably) THE most important part of your event program. You get to build off the buzz of your event, and have the opportunity to really nurture your guests down the funnel. Sounds fun, right?

The best part? Throughout your follow-ups, you'll start to see who's the most engaged, and who you should prioritize your time for that next step – whether it's to book a meeting or invite them to a future VIP event.

Friendly reminder: don't save your post-event strategy for the last minute. Start thinking about it early on (will your designer need to create a post-event page, or another email? Does your Sales team know they'll need to follow-up with their prospects?) so that after your event, you can jump right into executing your strategy.

Post-Event Communications

Every post-event strategy will look different from the next (first and foremost, depending on what the goal of your event is), but we believe that there are certain elements every successful post-event strategy should include. These can be mix and matched, or supplemented with anything else your company does after your events.

Here are some ways you can follow-up with your guests:

1. Send a thank you email

Your guests took time out of their busy schedules to come to your event, so the least you can do is take the time to say thank you (it's also a great excuse to connect with them again). Send a simple follow-up email right after the event — you'll be surprised how far this small gesture goes.

Did you know:

For every day you don't follow-up after an event, you'll see about a 20% drop off in engagement.[1] Eek.

2. Send a "sorry we missed you" email to no-shows

Don't limit your follow-ups to just the people who attended your event. Reach out the people who planned to be there but didn't end up making it, let them know you missed them, and then show them everything they missed. Send them the post-event page, and any other relevant content from the event.

1. https://splashthat.com/blog/post-event-follow-up-plan

3. Create a post-event page

Let your guests relive the entire experience (or see what they missed) with a post-event page — simply edit and add to the event landing page you already created. Make sure you showcase every part: the speakers, the food and drinks, the entertainment, the award winners, etc. Here are some different things you can include:

- Sizzle reel or recap video
- Photos and/or a photobooth gallery
- Music playlist
- A gallery of tweets from the event hashtag
- Presentation slides or any other event content
- Fun stats about the event

Promote it on your social channels, and share it with anyone who attended (or anyone who didn't).

4. Ask them to fill out a post-event survey

Send a post-event survey to your guests and ask for feedback on the event: what worked, what didn't, what their favorite part was, etc. That way, you can make your next event even better.

Thank you for joining us at our event!

What did you think? Take a few minutes to tell us about your experience, so we can improve our events in the future.

First Name

Last Name

Email

HOW DID YOU HEAR ABOUT THE EVENT?

OVERALL, HOW WOULD YOU RATE THE EVENT?
- Excellent
- Good
- Average
- Poor

What did you like best about the experience?

What did you like the least?

IN THE NEXT THREE MONTHS, HOW LIKELY ARE YOU TO BUY OUR PRODUCT?
- Extremely likely
- Very likely
- Somewhat likely
- Not very likely
- Not at all likely

HOW LIKELY ARE YOU TO ATTEND ONE OF OUR FUTURE EVENTS?
- Extremely likely
- Very likely
- Somewhat likely
- Not very likely
- Not at all likely

The following questions are for classification purposes only.

What is your age as of your last birthday? (Text Answer)

What is your zip code? (Text Answer)

Yes, I agree to your terms and conditions.

SUBMIT

Incentivize a post-event survey

It's not always easy to get your guests to fill out a post-event survey, so it doesn't hurt to throw in a perk (like a discount code, free product sample, or enter-to-win for VIP tickets for your next event).

5. Have your sales or customer teams personally follow-up

If your event's goal was to drive sales or customer engagement, get your Sales or Customer teams to reach out (over the phone or via email) personally to guests after the event — whether it's with a relevant piece of content or a "what did you think of the event?"

While it may feel very against a salesperson's DNA, remind them that depending on how far along the prospect is in the buyer's journey, it's always better to provide helpful, non-salesy information.

If you threw a larger event and need to prioritize who to reach out to, start with those who:

- Opened the invite early
- Attended the event
- Anecdotally seemed really engaged

If you're nurturing leads after a trade show or partner event, make sure to keep in the mind that they might've forgotten they stopped by your booth (so, make sure your team doesn't go straight into the sales pitch).

Avoid spamming!

Inbox fatigue is real. Make sure your Sales and Customer teams are aware of your post-event strategy and who you're sending it to, so they aren't doubling up efforts.

6. Share relevant content

An effective way to engage with your guests is to send any content that aligns with the event. Even if you don't have anything on hand, you should plan to create content (before or after the event), that you can eventually use as a nice touchpoint down the road.

Additionally: if there was any content presented or mentioned during the event (decks, videos, etc.), your guests might appreciate having that in their inbox, too.

7. Send them an invitation to another event

Got another event coming up that's similar to the one they already attended? This is a great opportunity to build off of the momentum from this latest event, and get people excited for your next one.

Test everything, track everything

It's important to understand what works and what doesn't, especially when you're blasting your audience with a lot of emails. Make sure to look into your historical email data to see what has worked in the past and what hasn't.

Long-Term Lead Nuture Strategy

Depending on your business, and how long your sales cycle is, nurturing your leads after an event is crucial (sometimes it takes 20+ touchpoints for your prospect to buy). While this is not a comprehensive nurture strategy, we've put together things to think about when building a longer term strategy.

Segment, segment, segment
However you organize your lists or manage your leads, think about the most effective way to target the right people.

Consider the buyer's journey
Remember the sales and marketing funnel we talked about in Chapter 1? Make sure that every communication you send aligns directly to each stage.

Have the technology in place to automate it
Ideally, when someone checks in to your event, or their badge is scanned, they are automatically placed on a list and put into a nurture. Make sure your event technology is integrated with your Marketing Automation Platform.

Align the sales and marketing teams
Make sure you sync up with them to not only have them input or clean up their data for better nurturing, but also to ensure you're not doubling up outreach.

Monitor, measure, and test it
Keep a close eye on how your nurture strategy is performing, so you can iterate or swap out content.

CHAPTER 9

Event Data
and Technology
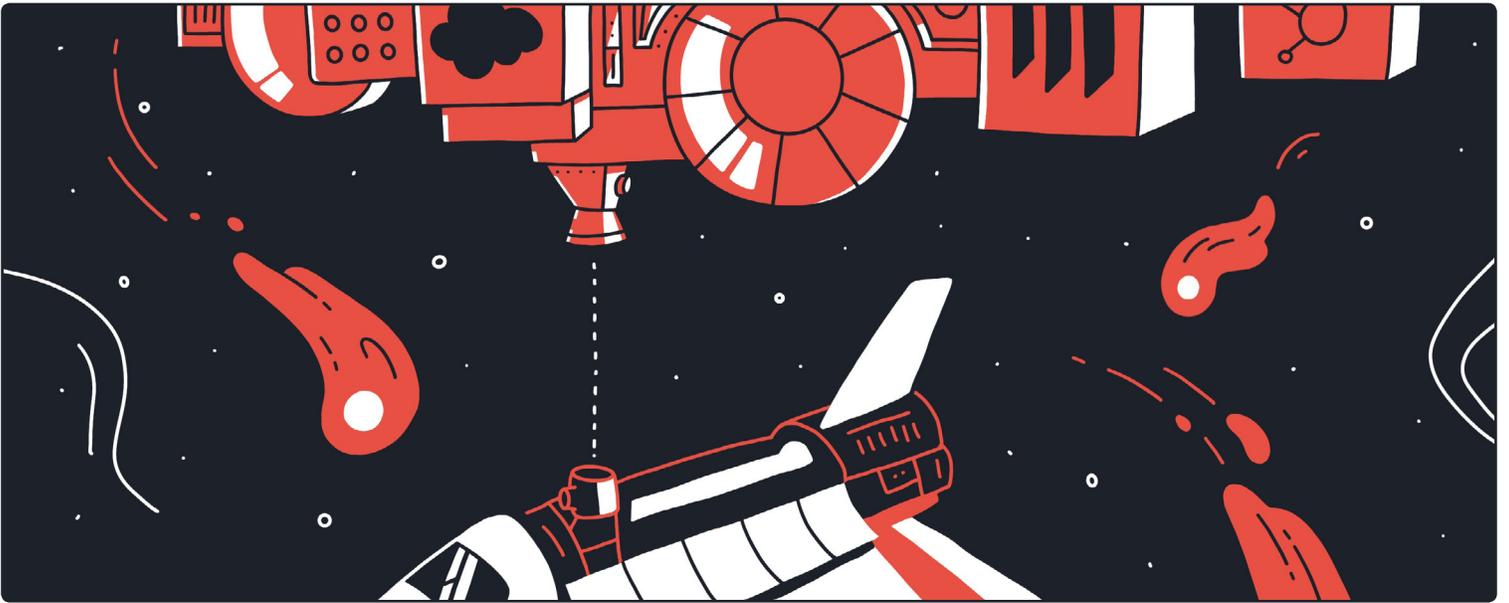
What data are you collecting? And where is it going?

While data is important for any form of marketing, in some cases, data from your events can be considered an even more powerful buying signal than an ebook or an email. Think about it: if this person is willing to physically get out of their house and go to your event… well, it's worth paying attention.

Here's what you can do with event data:

1. **Profile your customers**. The better you know your customers (and how they interact with your brand), the better your marketing is going to be.
2. **Measure ROI**. Prove the impact of your efforts and understand how events impact overall business goals.
3. **Improve your events**. Events are expensive. Data can help you understand how your events are performing, how to optimize events, and how to arm yourself to justify future decisions.

In this chapter, we take you through the what, how, and where of event data: what data you should collect, how you should collect it, and where it should go.

The Data Points to Collect at Every Stage of Your Event

Below, we tried to be as comprehensive as possible of the different points of data throughout an event's lifecycle. Use this as a guide (some might apply, some might not) to ensure you're leveraging every data opportunity.

Pre-Event

- **RSVP or Ticket Forms**

  - Registrant data: this is where you'll get names, emails, job titles, company name, industry, etc.
  - Plus one(s) data: same as above
  - Secondary data: preferences (food, topics, products, etc.), personal information (T-shirt size, favorite artist, etc.), reference (how did they hear from you?)
  - Consent data: opt-in to data processing (privacy policy), subscribe to marketing or partner communications
  - Declines RSVP (checks off "no" if this is an option)

- **Emails / Promotions / Sales Outreach**

  - Source: how did they find out about your event?
  - Engagement: opens, clicks, etc.

- **Event Page**

  - Pageviews, conversion rate, bounce rate, etc.

Day-Of

- **Check-In Data**

  - Attendees
  - No-shows
  - Time spent at event (find this out by checking someone out at an event)

- **Walk-In Data (same as RSVP data), Scanned Leads, or QR Codes**

- **On-Site Surveys (set up iPad stations for guests sampling a product and get live feedback)**

- **Social/Press Mentions**

- **Meetings (sales conversations)**

Post-Event

- **Post-Event Surveys**

    - Feedback: did they like the event? Who were their favorite speakers? What would they have changed?

- **Emails / Promotions / Sales Outreach**

    - Engagement: opens, clicks, etc.

The Elephant in the Room: GDPR

With all this talk of data, we can't not mention GDPR (the EU's data privacy regulation that went into effect on May 25, 2018). As event organizers, GDPR affects how you do your job – specifically how your collect, store, and manage guests from the EU's personal information. Here are the key areas where GDPR impacts your events:

1. Collecting guest data (on an RSVP form, at check-in, through a survey, etc.)
2. Capturing leads (i.e. collecting business cards at a trade show booth)
3. Sharing attendee lists with partners and/or sponsors
4. Sharing attendee lists/data internally

Head to the Resources section at the end of the guide to see our top GDPR resources for event organizers.

Event Technologies:
How to Collect Data

While understanding what data you need, and who to give it to is important, your event workflows and processes will run even smoother when you have a beautifully integrated system to do all the work for you. After all, an event marketer is only as good as their technology stack.

Here's a list of technologies that would help benefit the event team:

- Event registration or management software
- On-site systems
- Web analytics
- Marketing automation software
- Customer Relationship Management
- RFID/NFC Tools
- Chatbots
- Social media
- Communication tools

Pro Tip:

Get to know your marketing tech stack. Processes get more manual and more complicated the less integrated your team's tech stack is. Make sure you understand what technologies your team already uses, and how the technologies you need will fit in.

Integrate, Integrate, Integrate

It's difficult to wrangle event data when it lives in different systems, and especially when it's on unclaimed paper name tags, business cards, slips of paper, Google sheets, etc. It's nearly impossible without the right tools – integrated ones – that enable automated processes and real-time data tracking and measurement.

That's why it's important your event data syncs (in-real time) with the rest of your tech stack.

What are the signs of an effectively integrated, automated system? Look for these signs:

- Consistently and easily captures event data like registration and check-in data.
- Syncs to existing systems in real-time for easy visibility across the organization.
- Syncs bi-directionally with systems of record for easy collaboration across teams.
- Able to print name badges on-site during check-in for real-time reconciling of check-in data.
- Able to scan business cards and automatically import to systems of record in real-time.
- Easily able to add new registrants on-site to ensure data collection from late participants.

Did you know Splash integrates with Salesforce, Marketo, Hubspot, Slack, and more?

CHAPTER 10

Event ROI and Measurement
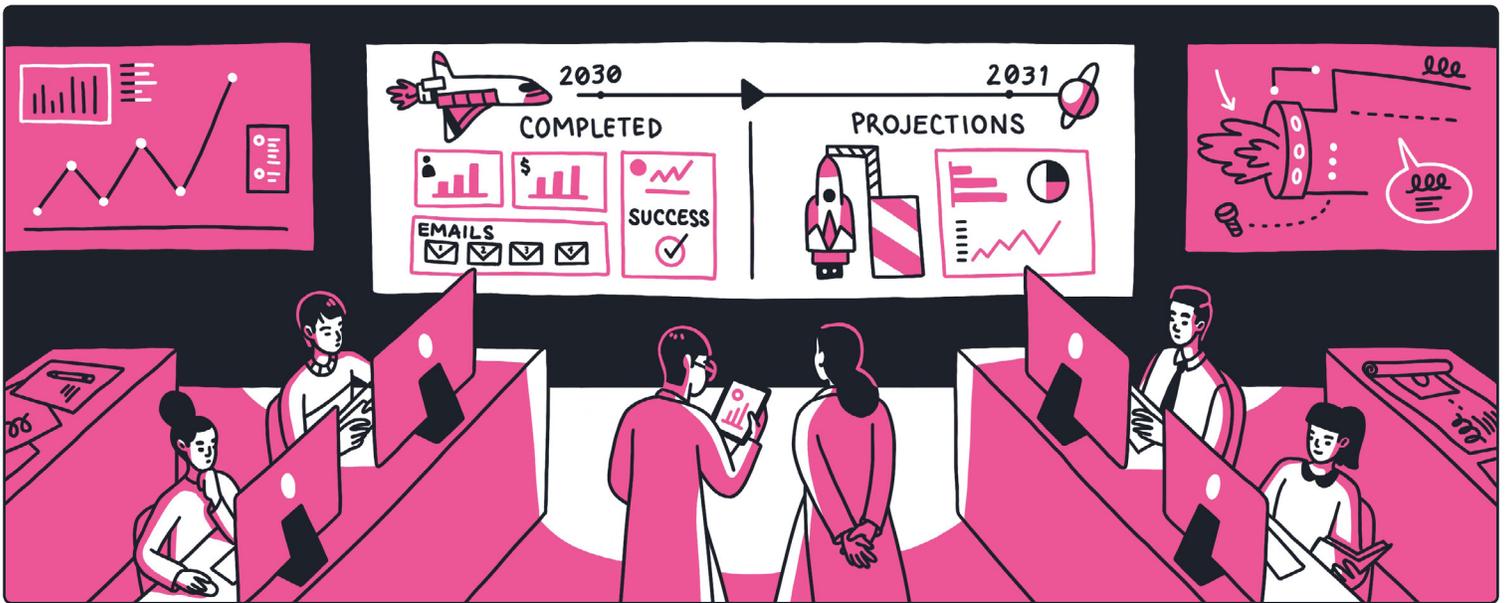
How do you prove it?

If your organization is investing in events, and your role is dedicated to it, it's crucial to prove that these programs are actually working and affecting the bottom line of the business. After all, how do you get buy-in to expand your event program? Receive more budget? Hire more resources? Get a promotion???

Unfortunately, when it comes to measuring the true impact of events, marketers are struggling. While 93% of global companies place a high priority on their event programs, 55% of enterprise marketers admit they don't know how to calculate the ROI of an event.[1]

Few Companies Can Track ROI

Percentage of respondents able to track ROI on events

55%

23%

Yes

No

Source: Harvard Business Review, "The Event Marketing Evolution"
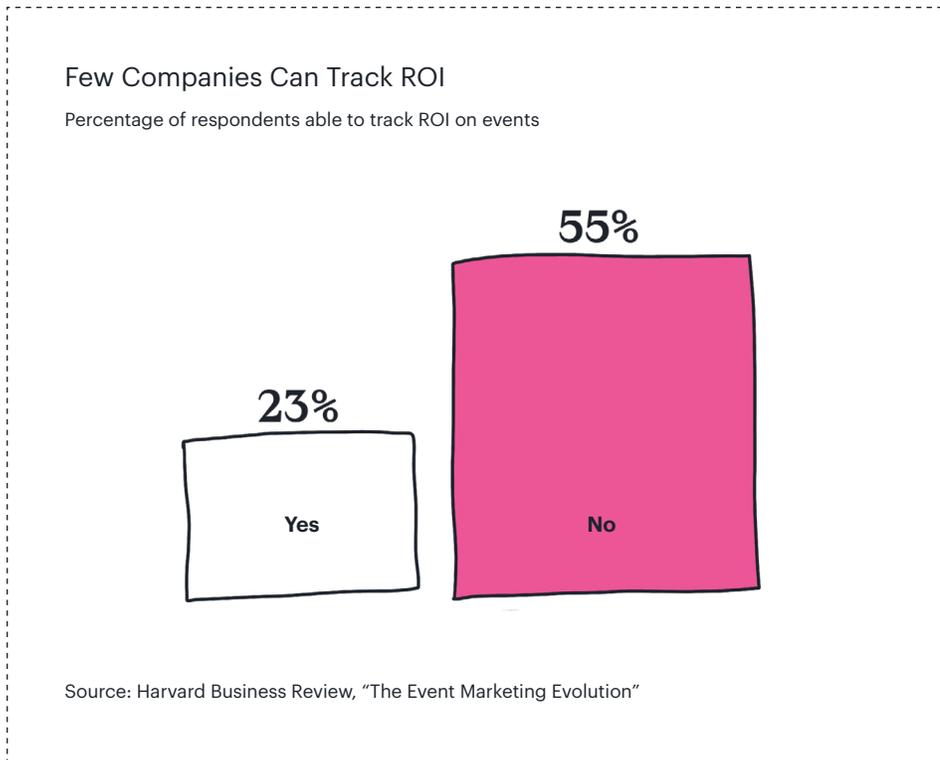
You're not alone and you're not to blame (phew!). Until recently, event measurement was almost impossible without the appropriate tools to track event programs from end to end (processes were manual and technologies were siloed).

Today, with the maturation and advancement of event technology, it's easier than ever to track, measure, and prove the impact of your events on the bottom line (whoo!). In this chapter, we'll share common event ROI measurements and processes so you can figure out what's best for your business.

What is ROI?

In the simplest (and we mean, simplest) terms, ROI (Return on Investment) is a simple formula:

value of (business won - amount spent) / amount spent

But here's the thing: every organization looks at event success differently. It's more crucial to report on the impact that matters and focus on keeping your ROI calculations as consistent and relevant to expected outcomes as possible (rather than just following formulas).

The Foundation: ROI Prep

Before you start measuring, the first step is alignment and technology. Follow these 5 important steps:

1. Track and Integrate Event Data
You can't report on metrics if your data isn't in the right place. Make sure you're properly capturing data and syncing it with your systems of record (CRM, marketing automation platform, etc.). We go over this in detail in Chapter 9.

2. Align With Key Company Metrics
To accurately measure any revenue-driven metrics, you need to know how the rest of your company is measuring success (as well as know what metrics are important to your exec team or board).

3. Calculate Your Investment
ROI calculations become useless when the "I" isn't consistent. Ensure your costs are consistent across events (i.e. you don't want one event to include travel costs but another event to exclude it).

4. Standardize on Measurement
Determine a standard way to measure the investment and ROI. Agree on the approach that works for your business and is aligned with your company goals and sales leadership team.

5. Partner With Sales
Bonus step for B2B marketers (or B2C companies with sales teams): We mention the Sales team a lot, so you know it's important. Get their help on capturing, collecting, and cleaning up event data.

Align Outcomes with Event Types

While you can throw any type of event you want, you should know that each event type can provide different results (remember this in Chapter 1?). For example, sponsored events usually drive net-new names, while hosted events usually accelerate sales cycles.

Most Common Attribution Models

As marketers, if we could, we'd track every single movement and action across the customer journey until purchase so we can calculate the ROI of our efforts (does that sound creepy? #marketing).

Since that's pretty much impossible, we do our best to measure ROI by using attribution models. This allows us to determine how events (and the various activities, actions, and touchpoints associated with events) impacted a goal, such as driving opportunities and revenue.

While there are a lot of different attribution models you can use, it's more important to figure out which attribution model works best for your event program, your event goals, and your marketing team's overall approach to attribution.

Here are the most commonly used attribution models:

1. First-Touch / Single-Touch Attribution
Best for event types that acquire net-new leads (sponsorships, partner events) or for very short sales cycles.

2. Last-Touch / Single-Touch Attribution
Helpful to understand what event helped open the opportunity or push the opportunity across the finish line, regardless of the sales cycle length.

3. Influence Attribution
Best for a quick view of how an event has touched revenue.

4. Multi-Touch Weighted Attribution
Best for longer sales cycles and when your marketing program is multi-channeled.

Remember to not handle event measurement and attribution in a silo. Instead, approach it as you would any other marketing measurement that takes into account a holistic view of the sales cycle. If you're going to measure events differently, know why and be ready to explain the reason.

B2B vs B2C: Which Attribution Model Should You Choose?

Before you choose an attribution model, consider the length of your sales cycle. Since B2B companies tend to have longer sales cycles, more touchpoints, and several contacts at one account, it makes more sense for B2B companies to use multi-touch attribution.

For B2C companies (unless your company has a sales team), a single-touch attribution model should suffice.

Key Performance Indicators and Event Success Metrics

What's great about KPIs or metrics is that you can use them to predict event success, which is especially important if you have extra long sales cycles or your event hasn't even happened yet.

But be extra careful: while KPIs or metrics can be indicators of event success, each one on its own does not tell the full ROI story. For example: If ROI is a car, KPIs and metrics are its parts. Each part by itself, doesn't make a car, but it can give you a small idea of what the car is going to look like.

We've listed out some of the top KPIs and metrics we've seen our top customers track.

Attendance Quality

- C-level or decision-maker attendees
- Ratio of net-new to existing contacts
- New press contacts
- Average number of attendees by account
- Attendance ratio
- +1s and value of +1s (additional people invited by your attendees and their value)
- Number of attendees
- Number of attendees from target accounts
- Time spent at event
- The number of target accounts

Demand Generation

- Net-new leads generated
- Demos/meetings held at or after event
- Net-new qualified leads (or MQLs)
- Pipeline generated from event
- Newly generated qualified opportunities
- Target accounts engaged

Funnel Influence

- Pipeline touched or generated from event
- Funnel velocity/acceleration
- Win rate improvements
- Closed/won pipeline attributed to event (overall and by sales rep)

Metrics vs KPIs:

Metrics and KPIs are not the same thing. For example, the number of event attendees could be a metric. But the percent of attendees that converts to opportunities is a KPI because it affects overall business performance.
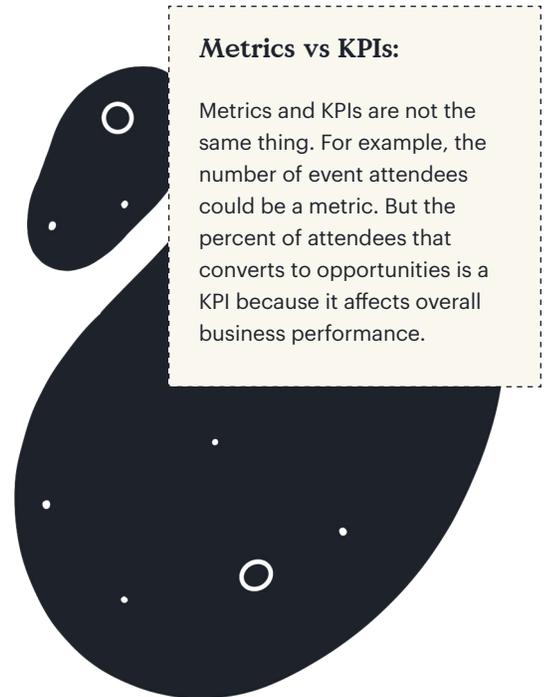
Customer Performance

- NPS of those that attended vs. those that didn't
- Expansion/opportunities generated
- New leads from customer accounts
- Renewal rate improvements
- Reference customers gained

Spend Efficiency

- Cost per contact/attendee
- Cost per lead/opportunity

Experts Measure Their Events Down the Funnel

Today, most companies are focusing on top-of-funnel event metrics. Here are the top 5 metrics tracked, according to 739 global companies:[1]

1. Number of attendees
2. Number of qualified sales leads
3. Brand awareness
4. Social press mentions
5. Amount of sales pipeline generated

However, for those who have adopted event technology, they've reported being able to measure further down the sales funnel, tracking things like sales leads, sales pipeline, prospects moved down the funnel, and customer loyalty. Which means = business metrics that C-suite will care about = get yourself a raise.
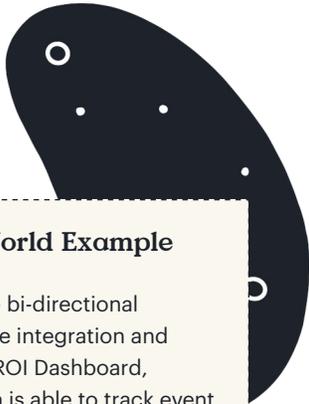
Real World Example

Using the bi-directional Salesforce integration and Splash's ROI Dashboard, GumGum is able to track event performance and investment, allowing them to prove the value of their events program and ultimately, make smarter business decisions on events.[2]

1. https://splashthat.com/resources/event-marketing-evolution-hbr-report/uoe-pdf
2. https://splashthat.com/case-studies/gumgum

Conclusion

As we mentioned at the beginning of this guide, event planning has been around for centuries. But it wasn't until recently that technology enabled marketers to track, measure, and actually prove that their events are working. Our point? Events are an important part of a marketing strategy, and it's worth the time and effort to make them the best they can be.

Now that you've explored the Universe of Events, we hope you feel ready to create the event program of your dreams — one that's a perfect fit for your business.

But in case you need some more guidance, on the next few pages we've included some extra resources (templates, formulas, case studies, courses) to help you take your event marketing even further. Plus: this guide is always here for you whenever you need it.

Oh, and congrats for getting to the end. 60 pages is a lot, and with all this knowledge, you deserve to treat yourself.

Resources

Event Marketing Trends and Research

HBR Study: The Event Marketing Evolution
https://splashthat.com/resources/event-marketing-evolution-hbr-report

Event Marketing Assessment: Compare Your Event Program to 739 Brands
https://splashthat.com/event-marketing-assessment

6 Technology Trends Disrupting the Event Industry Today
https://splashthat.com/blog/new-event-marketing-technology-trends-2018

6 Attributes of Elite Event Marketers
https://splashthat.com/blog/successful-event-marketing-traits

Video: The 4 Skills Every Great Event Organizer Needs Today
https://splashthat.com/blog/event-planning-job-description-evolution

Chapter 1: Developing Your Event Strategy

Video: Why Your Event "Superpower" Matters to Your Event's Success
https://splashthat.com/blog/leveraging-your-event-superpower-and-objective

Chart: See Which Event Types Work Best for Which Goals
http://go.splashthat.com/rs/985-MUN-268/images/Event-Types-Chart-Splash.pdf

Video: 3 Steps to Developing an Effective Event Value Proposition
https://splashthat.com/blog/event-value-proposition

Video: How to Drive Net-New Leads From Your Events
https://splashthat.com/blog/event-marketing-lead-generation-strategy

Chapter 2: The Guest List

Video: 9 Ways to Segment Your Audience
https://splashthat.com/blog/audience-segmentation

Chapter 3: Team Management and Collaboration

Video: The RACI Model: How to Align Your Events Team
https://splashthat.com/blog/event-marketing-plan-team-strategy

Template: The RACI Model
https://docs.google.com/spreadsheets/d/1xXq8SfwVENU2lDsFiZbwrFX7w6VPkY83wwOU
Bzu-rsw/edit?usp=sharing

How to Align Sales and Marketing in Events
https://splashthat.com/blog/sales-and-marketing-alignment-events

Chapter 4: Venue, Vendors, and Partners

How to Pick the Perfect Event Venue
https://splashthat.com/blog/guide-to-finding-event-venue

How to Ensure Your Events are Accessible and Inclusive
https://splashthat.com/blog/accessible-event-planning

Template: Vendor Contract
http://go.splashthat.com/rs/985-MUN-268/images/Event-Partnership-Agreement-
Template.zip

Video: How to Pick, Pitch, and Execute Event Partnerships
https://splashthat.com/blog/event-marketing-partnerships-strategy

Video: How to Find the Right Guest Speaker for Your Event
https://splashthat.com/blog/find-a-keynote-speaker-for-your-event

Template: Speaker Brief
http://go.splashthat.com/rs/985-MUN-268/images/Speaker_Brief_Template.pdf

Chapter 5: Your Event Page

Video: Our 7 Principles of Event Page Design
http://www.splashthat.com/blog/event-landing-page-design-best-practices

4 Event Design Tactics AppsFlyer's Creative Director Swears By
https://splashthat.com/blog/4-event-branding-and-design-tactics

Hall of Fame: Our Favorite Splash Pages of All Time
https://splashthat.com/blog/dope-splash-pages

Diagram: 5 Key Parts of a GDPR-Compliant RSVP Form
https://splashthat.com/blog/gdpr-consent-event-rsvp-form

Chapter 6: Promoting Your Event

Video: The GIVE Checklist: How to Get Your RSVPs to Show Up
https://splashthat.com/blog/event-promotion-strategy

Video: 20 Event Promotion Tips in Under 2 Minutes
https://splashthat.com/blog/event-promotion-tips-drive-rsvps

Video: How to Maximize Event Engagement at Every Touchpoint
https://splashthat.com/blog/event-marketing-communications-checklist

Checklist: Digital Touchpoints
http://go.splashthat.com/rs/985-MUN-268/images/Event-Marketers-Checklist-Digital-Touchpoints.pdf

Video: How to Use Facebook Ads to Drive Event Attendance
https://www.youtube.com/watch?v=VN4xX0f-5rM&t=20s

Chapter 7: On-Site Best Practices

How to Run the Door at Your Biggest VIP Events
https://splashthat.com/blog/how-to-run-the-door-vip-events

Why On-Site Badge Printing Elevates the Event Experience
https://splashthat.com/blog/event-on-site-badge-printing-experience

6 Ways a Check-In App Creates a Seamless On-Site Experience
https://splashthat.com/blog/event-app-check-in-experience

7 Ways to Improve On-Site Communication With Your Team and Your Guests
https://splashthat.com/blog/on-site-event-communication

Chapter 8: Post-Event Strategy

Video: 6 Steps to Driving Better Post-Event Engagement
https://splashthat.com/blog/post-event-follow-up-plan

Chapter 9: Data and Technology

Video: The GET Method: The Key to Driving Event ROI
https://splashthat.com/blog/event-marketing-data-strategy

GDPR and Event Marketing Toolkit
https://splashthat.com/resources/gdpr-and-event-marketing

Ebook: The Event Marketer's Guide to GDPR Compliance
https://splashthat.com/resources/gdpr-guide-event-marketing

GDPR FAQs
https://splashthat.com/blog/event-planning-gdpr-faq

Quiz: GDPR and Event Marketing
https://splashthat.com/blog/gdpr-quiz-event-marketing

How GDPR Will Make Your Marketing More Effective
https://splashthat.com/blog/gdpr-plan-for-event-marketers

Chapter 10: Measurement and ROI

Ebook: Proving the Value of B2B Event Marketing
https://splashthat.com/resources/event-ROI-b2b-guide

Video: How to Measure and Leverage Opportunity in the Room
https://splashthat.com/blog/measure-opportunity-in-the-room

Event Expert Examples

6 Event Tactics That Ignited Tableau's Customer Growth and Community
https://splashthat.com/blog/tableau-event-marketing-tactics

How Facebook's Event Strategy Brings Online Communities Offline
https://splashthat.com/blog/facebook-global-strategy-community-events

Customer Story: Movable Ink Drives Over $8 Million in Revenue From Events on Splash
https://splashthat.com/case-studies/movable-ink

Customer Story: AppsFlyer Uses Splash to Scale Event Design on a Global Level
https://splashthat.com/case-studies/appsflyer

Customer Story: GumGum Closes Deals 3x Faster from Events
https://splashthat.com/case-studies/gumgum

Splash on How We Won at Dreamforce Without a Booth
https://splashthat.com/blog/dreamforce-event-conference-strategy

Are you a Splash customer? Here's some of our best tips:

Splash Course: Intro to Splash
https://learn.splashthat.com//PublicCoursePage.aspx?c=12858072177

Splash Course: Intro to Designer Pro
https://learn.splashthat.com//PublicCoursePage.aspx?c=12858072207

Splash Course: How to Create, Design, and Send Emails in Splash
https://learn.splashthat.com//PublicCoursePage.aspx?c=12858072203

Splash Course: Host App for iOS
https://learn.splashthat.com//PublicCoursePage.aspx?c=12858072187

Splash Course: Host App for Android
https://learn.splashthat.com//PublicCoursePage.aspx?c=12858072159

Splash Course: Intro to Badge Printing
https://learn.splashthat.com/PublicCoursePage.aspx?c=2537744967

Introduction to the Splash Guest List
https://support.splashthat.com/hc/en-us/articles/115003519603-Introduction-to-the-Splash-Guest-List?section=115000813506

How to Develop a Post-Event Email Strategy in Splash
https://support.splashthat.com/hc/en-us/articles/115002323943

Not a Splash customer?
Learn more about how Splash can help:

Event page creation
https://splashthat.com/custom-event-pages

Get the right people in the room
https://splashthat.com/event-marketing

Stay on-brand and scale
https://splashthat.com/event-management

On-site
https://splashthat.com/mobile-check-in

Measurement
https://splashthat.com/event-roi

Our integrations: we integrate with Salesforce, Marketo, Hubspot, Eloqua, Slack, etc.
https://splashthat.com/product/integrations

splash

We get it. You do it all. We make it easier.

Learn more about our event technology at

www.splashthat.com