



An event, but no attendants?

An event is far more than a fun party or a nice meeting, and has already been more for a long time. A good event helps you to, among other benefits, enhance mutual contacts, exchange experiences, surprise, activate and inspire people. It all starts with an effective invitation procedure. How can I ensure a good turnout from my target group?

KNOW YOUR TARGET GROUP!

Before you start inviting people, you have to know who constitute your target group. So do some research into the target group of your event. It is crucial that the interest of your target group plays central role in your invitation procedure. What will be the benefit of attending your event for your target group? A suitable title, a catching subject and a short but powerful explanation must provide the answer to this question.

PERSONALIZE

Give the invited persons the feeling that they are unique. You can do this by placing the name of the



recipient on top of the (online as well as offline) invitation: addressing him or her by name. In case of an event with an expected large turnout you can divide the invitees in a number of groups. You could then write the first paragraph specifically aimed at one of the groups. What causes even more impact, is to let the invitees know individually that you really appreciate their attending. When you invite relations, make sure that co-workers who are the accountmanagers of the invitees play an active role in the

approach. An invitation from someone they know personally works a lot better than an unpersonal, general invitation.

WHICH CONTENT SHOULD I USE?

The most important content is the program, the date, the time, the location and any costs. All this must be clear to the invitees. In the case that the event has earlier editions, it is advisable to use the videos, photos, quotes or recommendations from participants in an earlier meeting, as well as positive reviews. This

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way, you create a clear picture of your event in advance.

Using an open guest list also works positively. The invitees can see who else comes and this can persuade them to come, too. The more interesting the network that will attend, the more interesting the event. Important in this: make sure that the invitees can choose to remain anonymous and not visible in the open guest list on grounds of privacy.

You can also invite key figures from your industry and make sure that they advertise your event by word of mouth. You can also enrol the speakers of the event by asking them to make a recommendation or to record a short video in which they explain why it is worthwhile to attend.

LOWER THE THRESHOLD

Each target group is different. But what goes for everyone, is that it must be simple to enter. By using a smoothly working online platform that is linked to your emails, contact moments and registration. This is easy not only for the invitees, but also for yourself; at all times you have the correct information on the registrations at hand.

DO NOT FORGET THE FOLLOW-UP PROCEDURE!

Stay in contact, also after the event. Trigger by, for instance, sending an after-movie or a summary of the day with all important (learning) points. Do not forget the invitees who did not attend and show them what they missed, so they know that next time, they should really attend!