All show managers ask the same age-old question: How can I attract more attendees to my event? The goal is not only attracting attendees to your current event but turning them into repeat attendees for years to come. A comprehensive and targeted marketing approach that encourages conversation and interaction helps reach the greatest number of potential attendees who can then share their experience with colleagues.

1. **Analyze, Personalize, and Segment Your Data**
   Begin your campaign strategy by leveraging the event’s existing data. Slice and dice data into historical and current registration information categories. In the historical category, include first-time attendees from your last event, attendees by region, and attendees by buying power. The current category includes current data from social media efforts, invite-a-colleague, exhibitor invites, and registration abandonment. Use this data to create and target specific markets.

2. **Engage Your Attendees**
The invite-a-colleague program uses the influence of your current attendees to reach their contacts and engage potential new attendees. Email recipients are more likely to open and act on an email from a trusted source and colleague. Proven to cut through pre-show marketing emails, this program consistently shows the highest registration conversion rate.
3. **Energize Your Exhibitors**

When exhibitors promote your event, it is a win-win situation. The exhibitor invite program gives exhibitors a tool to reach existing customers and referrals. By helping to increase attendance, exhibitors expose their brand to a wider audience of potential customers and increase lead generation. Offer and encourage exhibitors to use marketing tools that drive attendees to your event and their booth.

4. **Make a Difference with Social Media**

Using social media is the key to reaching a larger and wider audience for your event. Think of it as an enhanced version of the invite-a-colleague campaign. Encourage your exhibitors and attendees to embrace the use of social media to leverage existing contacts and create new ones. Create an event hashtag and post creatively for event attendees to share.

5. **Don’t Forget About Your Speakers**

Speakers are a valuable asset and can help promote your event to additional audiences. View your speakers as social media evangelists and offer them promotional event codes to share through social media.

Marketing your event begins with your data. Capturing, analyzing, and leveraging data from past events is the key. Use data to implement these five strategies and attract enthusiastic attendees and exhibitors to your next event.