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Event Marketing Guide

MULTI-MEDIA



MARKETING

Over 100 proven ideas to make your next event more profitable



Toni Blake

MULTI-MEDIA EVENT MARKETING GUIDE

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Introduction

This guide provides information, tips, and best practices for every aspect of planning multi-media marketing events. Use it as a workbook – take notes, highlight what you find inspirational, share what you learn with your colleagues and start driving measurable results from your event marketing.

The work you do today is not just for the one-day event. Properly planned and executed events can generate a huge amount of buzz long after the event has ended. Success begets success! A great event encourages more people to attend the next event with great enthusiasm. Your best word-of-mouth marketing is from a happy attendee. People need to be excited about attending a seminar, and enthusiasm is contagious. Each success leads to more success. In this book I will guide you through the details for marketing your most successful seminar events with a profit.

PART I

TOP SECRETS FOR
PROFITABLE
SEMINARS

When To Call Speakers - Annual Seasons For Speakers

Similar to the “off” season with hotels, speaker’s schedules are often seasonal with both a high and low season. High season includes: February, March, April, May, June, September, and October. Low season includes: January, July, August, November and December. During the low season many speakers rely on deposits for future events to reach their monthly financial goals. Most speakers charge a 50% deposit therefore confirming an event is the same money as presenting a seminar. If you are planning an event with flexible dates you might want to call the speaker of your choice in the low season months to negotiate. Most speakers are DIY with very little

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administrative support. During the high season, working the seminar schedule and making time for office administrative work is difficult. You might even find their inbox full and a long response time. I know that I am crazy busy during the spring and early summer with little time to discuss anything in the future. If you call me then, adding another city might not sound so appealing to my tired mind. If you call me in August, when I am home, refreshed and looking for work, the negotiations might look totally different. If you are planning an annual educational calendar, you might consider calling your paid speakers in January, July, August, November and December.

2

TotallyToni Educational Scholarship

It was the small cities that first gave me a chance as a speaker. I vowed never to leave them out of my schedule regardless of the cost. Over 10 years ago I made a commitment to reserve \$15,000 in scholarship dollars to deliver education to the smaller markets. You can go to TotallyToni.com and complete the educational scholarship application for your non-profit association. They are awarded in \$250 and \$500 certificates. We look forward to investing in non-profit, small market events across the US and Canada. (PS Canada loves me too!)

Complete an application for your non-profit organization now! [Click here](#)

3

5 Ways To Negotiate Savings With Speaker Expenses

There are several meaningful ways to reduce speaker expenses.

Be flexible with your date when planning the event. If you can add to an existing program in your area; your costs go down. Reducing the amount of travel is very appealing to a speaker. If a speaker can earn two paychecks with one flight, it is less stressful and will reduce the travel cost.

For both public association and company events, I can connect the travel in multiple cities. I love to do a TOUR that includes several cities. It is fun to use the name of the state in the marketing that allows companies to send people from multiple sites in different regions. Sometimes

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I rent a car or ride with event planners between cities. My dad was in the Air Force and we did a lot of driving as a family. I love a road trip as long as we keep it under 120 minutes. This year I took a train for \$25 from Chicago to Milwaukee then drove to Madison!

I love to stay in a guest suite at a community. I do have a list of requirements to make sure it has everything for an overnight stay. Most corporate apartments do not come with the toiletries supplied by hotels. We will help you make it “hotel” ready before my stay. I usually have some time to share ideas and personal consultation with the site team at my host community. They often provide transportation to the property from the airport and then to the event. I love seeing communities around the country! It’s nice to have a full apartment instead of a hotel room. Ask around and see if you have a community willing to donate “guest suites” and serve as the speaker’s host community.

I also offer a “TotallyToniTimeshare” where two management companies or associations close by will share one full day seminar over two days. They split the airfare and a one-day fee, like separate checks at lunch.

If a speaker has a product they are selling you may be able to exchange a portion of the speaking fee for advertising in your association or company publication. If you are an association, offer to run a series of articles written by the speaker throughout the year. This is a great way for your members to benefit from

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expert advice and it gives the speaker exposure in the market.

WARNING: You get what you pay for!

If you really want to make the most of your event dollars, take to heart this tried-and-true piece of advice: The least expensive speaker might not be the best value because they may not draw high attendance! There is so much money spent on the event facility, flying in employees, printing, promotions, decorations, planning, food and more. Your entire investment relies on having a well-attended seminar, so the most important decision is selecting the speaker. Many people have placed their trust in your choice. They have invested their time and money toward the event. Bringing in a great speaker insures a great return on investment for all. Hire the wrong speaker and you could lose more than just money. You could lose the trust and support of your members/employees, your suppliers, and the executive level of management. Find the best speaker and you're a hero!

Early in my career, I was confirmed to speak at a long-standing annual event. It was an open event for the city and had an attendance of over 600 people. The young lady in charge of the meeting put me through the wringer demanding references, outlines and a full biography. I thought she was being thorough only to find out she was skeptical. The reason for all this worry...my price. At the time I was \$1000 less than the other speakers, however, I was new and working up the courage to elevate my fees to

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match the other speakers. She picked me up at the airport and took me to dinner. We made fast friends and were both excited about the next day! On the first break she came up and hit me in the arm saying, “Why didn’t you tell me you are so good?” I was surprised. It was then she told me how my low fee had almost scared her off and she was so glad that she had gone ahead and hired me.

Call me! I’ll even give you personal recommendations for speakers other than myself! I will give you an honest and clear evaluation of all of our industry speaker’s capabilities. I keep up with all the new names and faces and would love to help you match your event with the right speaker.

4

10 TOP Secrets To Successful Seminars

1. When you decide to host an event, immediately set realistically targeted goals for your attendance and results.
2. Be consumer centric. As much as we care about the planning committee's ideas and opinions, be sure to design the entire event with the attendee in mind.
3. Incorporate a strong theme and be creative – people like to be a part of something social.
4. People don't like to read! Include multi-media in your promotion with both audio & video.
5. Use the opportunity to engage people in your social media community.
6. Create a series of timed messages to excite your audience.

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7. Provide easy, clear instructions for registration and attendance.
8. Make the campaign manageable with your time and resources.
9. Produce measurable results and ROI.
10. Follow-up with great post-event messages that re-enforce the value of the event and inspire results.

5

Adding Educational Partners – Supplier Company Underwriters

Every business seeks to stand out from their competition and event marketing can help your vendors do just that. Whether you are hosting a small webinar, seminar & tradeshow, or an executive-level private function, event marketing provides a strategic opportunity for your vendors to share their product and service with the management company teams. Including multi-media in your marketing provides a combination of online, offline and face-to-face marketing for your Educational Partners. This is essential to their marketing success. When planned well, events have the power to create a lasting and powerful positive impression for your Educational

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Partners that doesn't wind up in the spam folder! It's a non-compete moment! Unlike a trade show where customers "trick-or-treat" (walk by to pick up trinkets and candy for their kids), an event puts the entire audience in chairs facing one direction for the purpose of listening!! It's no wonder most supplier companies include event marketing as part of their overall marketing plan. When you consider the unprecedented opportunity to engage and influence the target market, it's easy to see why they would consider working into their budget at least one live, hosted event.

6

5 Compelling Reasons For Supplier Companies To Join You As An Educational Partner

1. To build their brand awareness
2. To generate new leads
3. To engage and thank existing customers
4. To personally educate attendees face-to-face about a new product or service
5. To upsell new products and close the deal

7

7 Unique Event Sponsorship Opportunities



Educational Partners are great for the event!

Many speakers have relationships with supplier members. They may volunteer FREE door prizes, books, banners, marketing tools and other great gifts. Ask your speaker if

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they can arrange for any door prizes, or sponsor support, for the event through their national supplier contacts. Additionally, there may be vendors who will sponsor airfare, portions of the fee, or other event costs. You cannot lose anything by asking, and you might just gain great additional support for your event. Vendors will pay for the opportunity to develop new business relationships. With the price of gas today, the cost of personally visiting each property becomes cost prohibitive. Giving your supplier a chance to make one presentation that could impact thousands of apartments will add tremendous value to the marketing opportunity. Are you giving your suppliers every opportunity to promote their products at your events? By maximizing their success, you maximize your own success and you build the strength of your organization. Here are 7 powerful forms of event sponsorships.

Live Commercials

At every educational event, you have several opportunities to allow a supplier company to be featured live on the stage:

1. The speaker introduction and welcome
2. Before and after each break
3. At the end

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Use these moments to maximize your event revenue with a quick word from your sponsor!

Print Sponsorships

People have come up to me 10 years after an event to show me an old handout they had received at one of my seminars. Many have told me they have a file where they keep all of their educational materials. These printed materials actually have a long life span. A genuine reason for printing handouts today in this digital world is the opportunity for advertising. You can generate extra revenue with a few well-placed sponsor ads in the printed material. This revenue should pay for the printing and generate extra revenue. Included in this list are ideas on how to maximize the handout advertising just like a program at a baseball game! You could add pages listing other classes, news and events in the front and add “yellow pages” in the back. This book is all about seeing ways you can add revenue to your event. I’ve seen ads inside a bathroom door, why not in a seminar handout? NOTE: I use Slideshare.net for sharing my presentation content with attendees, however I will put together an event outline to be printed when requested.

Display Sponsorships

There are several places throughout the room that are perfect for display sponsorships:

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1. Stage / front of the room
2. Welcome table
3. Refreshment table
4. Registration table
5. Classroom tables
6. Side entrances

Be sure to find out what the facility will charge to add a 6ft. or 4 ft. draped table with chairs for your sponsors. Also, check out the room's floor plan to know what size, and how many, tables will fit comfortably. This should be considered when establishing the sponsorship cost. Sponsorship opportunities are defined by space available and facility charges. Additionally, you should check with the facility to find out if and how banners can be hung on the walls. Display ads can be projected onto the screen using power point before, after and during the break, if hanging banners is not possible.

Location-Based Sponsorships

You can allow sponsors to exclusively display in set locations. The bathroom is a fun and highly visible sponsorship!! Get creative with your thinking and see if you can come up with more!! What about a sponsored smoking area, with sponsors providing mints and hand wipes for fresh hands and breath when they come back in? Check out all of the creative location-based sponsorships I've designed for your supplier members!

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Event Ambassador

There are several key roles you can allow a supplier company employee to play. This allows them to support the event by assisting with tasks to perform as an event ambassador.

1. Greeter
2. Registration assistant
3. Bell ringer on the break
4. Assistant that distributes seminar materials
5. Exit Greeter, thanks people for attending as they leave

Each of these ambassador positions improves the quality of experience for the attendee, and efficiency of the event staff.

Supply Sponsors

You might ask a sponsor to bring specialty-advertising office supplies like pens and note pads. Often they will bring treats, trinkets and other seminar supplies. Look for opportunities for sponsorship in your shopping list!

Door Prizes

Cash is WELCOME! Confirm that each door price has a minimum value of \$20.00. I have seen a stack of logo caps and T-shirts submitted as a door prize. No one wants them

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and they take forever to give a way! It is a total downer!!!!
Monitor your door prizes and have a well-defined plan that
includes sponsorship dollars.

8

Sell 20 Event Sponsorships – Potential
Sponsor Revenue: \$3500.00



Face-to-Face is the most effective marketing method.

This is about exchanging a great face-to-face marketing opportunity for the financial and personnel support you need to have your best seminar ever! Divide & Conquer! We've made it easy! Simply cut and paste these great sponsorship ideas into an email to your supplier companies today! The copy should include both the details of the marketing opportunity and the cost.

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1. Speaker introduction

Greet the audience on behalf of your organization to kick off the event. You will present a 2 – 5 minute live commercial, then conclude by reading the speaker's biography and inviting the speaker to the podium.

Key Value:

This is your ultimate marketing opportunity, a live face-to-face with this audience.

Imagine the entire room standing in front of your booth.

Imagine an entire room full of managers picking up your brochure and reviewing it with you.

- You may use PowerPoint.
- You may display a company banner in front of the room.
- You may display your brochures on the tables.

This is your BEST sponsorship opportunity: \$250.00.

2. Seminar handout front cover

Key Value:

- People save these handouts for years.

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- It will be like a magazine cover displayed in front of each person.

Sponsorship Value: \$150.00

3. Seminar handout inside front cover

Key Value:

- This is what people see first when they open the handout.
- People save these handouts for years.

Sponsorship Value: 1 full page \$100.00, ½ page \$50.00

4. Seminar handout inside back cover

Key Value:

- Cover ads are seen more often
- People save these handouts for years

Sponsorship Value: 1 full page \$100.00, ½ page \$50.00

5. Seminar handout back cover

Key Value:

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- High visibility
- People save these handouts for years

Sponsorship Value: 1 full page \$100.00, ½ page \$50.00

6. Yellow-page styled ads in the back of the handout

Each time we host an educational seminar this year we will print your ad in the Yellow Pages found in the back of the seminar manual.

Key Value:

- High visibility
- People save these handouts for years

Sponsorship Value: 1 full page \$75.00, ½ page \$50.00, ¼ page \$25.00

7. Marketing materials on the seminar tables

Join 5 exclusive supplier companies to display brochures on the tabletops along with the educational handout.

Sponsorship Value: Extra \$50.00

8. Marketing materials, banners, and signs with food tables.

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Join us and sponsor one of the seminar breaks or a meal. Food is love! Bring logo napkins, cups or coffee mugs for the break table for extra brand awareness. Add a banner on the wall above the break table or a 8 x 10 Plexiglas sign holder with your brand message. You may have a representative host the table and serve the attendees. Sponsorship Value: \$TBA. This cost may vary based on the facility and attendance numbers.

9. Door prizes

Thank you for providing a door prize. We require a minimum value of \$20.00, and cash is WELCOME! Please submit your door prize descriptions in advance to be included in our pre-event marketing. You may bring up to 3 prizes. These are gifts, not logo items, so thank you for providing gift cards, gifts or cash.

Key Value:

- Chance to present the door prizes
- Representative may attend and read the winning name
- Great relationship building tool

Sponsorship Value: Cost of the door prize

10. Table top display

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Your company may attend and set up a remote office at the seminar! Enjoy a six-foot or four-foot tabletop display right in the seminar room with two chairs.

Key Value:

- Represent your company face-to-face
- 2 representatives may attend the event
- Great relationship building opportunity
- You may have a banner draped on table

Sponsorship Value: \$175.00

11. “Billboard” wall banners

We have several key “Billboard” marketing opportunities within our seminar room. Call us to discuss the size and placement of your company logo at this important event.

Key Value: \$TBD

- It will be visible for all to see
- Extra exposure for your company

Sponsorship Value: \$75.00

12. Host registration table

This is a PRIME sponsorship! Join us to host our

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registration table with our staff. Greet and register attendees, you do the smiling and we'll do the work.

- Represent your company face to face
- 2 Representatives may attend the event
- Great Relationship building opportunity
- You may have a banner draped on the registration table

Sponsorship Value: \$175.00

13. Bathroom sponsor

This is the best new idea for seminar sponsorship, THE BATHROOM!!! Add aromatherapy and spa products to the bathroom. Request a scented candle, spray scent, liquid soap and lotion for both the men's and women's restrooms. Place messages on the mirror, labels or sponsor notes on the bottles. Add fresh flowers and any other "five star" touches in unexpected places! People love the feel and smell of aromatherapy and high-end moisturizers. Add a touch of class to our upcoming event as the bathroom sponsor. Even in a hotel this is a great idea! Simply choose the restroom closest to your seminar room. You can also put up ads with behind the toilet stall doors for people to read. Add QR Codes to send your information with them when they leave!

Sponsorship Value: \$100.00 plus cost of spa products.

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14. Smoke-break area sponsor

Many people in our industry smoke. Join us as our “smoke-break area” sponsor providing mints hand wipes for fresh hands and breath when they come back in! Add fresh flowers and any other “five star” touches to the space! People love the smell of aromatherapy. Light a few candles while they light up! Add a thoughtful touch of class to our smoke-break area. This is an unexpected sponsorship opportunity sure to generate buzz at the meeting. Simply choose the closest smoke-break area to our seminar room and get creative. Feel free to add a freestanding banner and talk to the hotel about renting additional chairs or amenities.

Sponsorship Value: \$100.00 plus products.

15. Pens and note pads

Many people forget to bring a pen and extra notepaper! We'll give you prime placement for your specialty advertising logo pens and paper! Get creative! Bring a company mug with your logo and make the pens a part of the centerpiece. Fill mugs with candy to give with the pen. Feel free to add your business card at each place along with the pen and notepad. Thanks for your support!

Sponsorship Value: \$50.00

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16. Personal snacks

A snicker satisfies and people need chocolate during a seminar. Bring your favorite personal snack packs for each attendee with marketing messages. These can be placed inside logo coffee mugs or cups, cellophane bags or simply attached to the food.

Sponsorship Value: \$50.00

17. Binders / Training Material holder / Recycle bag with logo

Bring us binders, two-pocket folders or tote bags with your logo for the training materials. This will present the seminar handout in a more professional manner and add value to the attendee. Today people love to collect the reusable tote bags. This allows us to put all of the event information in one bag.

Key Value:

- High visibility
- People save these handouts for years
- People re-use the bags for a long time

Sponsorship Value: \$100.00

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18. Meet the Press / Event Reporter

We'll have your PRESS ID at registration with total access to the event plus special seating! Come early and network. Introduce yourself as the Event Reporter and take notes of great ideas, testimonials from the attendees. You will be producing a post seminar blog. A tip from the presentation handout and a quick interview with the speaker brings together the perfect post-event marketing. Let everyone know what he or she missed. The blog will include a link to your web site with additional information about your firm. Don't forget to give us your photo and bio for your byline.

- Press pass ID
- Special seating
- Event Reporter interviews
- Post event blog post
- Reporter photo and byline in publication

Sponsorship Value: \$ 75.00

19. Bell ringer!

Bring your team and fun noisemakers to rally the troops back from the breaks! Wear company logo apparel and get everyone's attention to return to the event. Network with

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attendees and use your role as a chance to meet and mingle with everyone.

Sponsorship Value: \$100.00

20. Parting gifts

Bring a small parting gift to share with each attendee as they head home. You can be their final memory of the event. Some ideas might be chocolates or flowers. This small gift is our way of saying thank you for attending. Feel free to attach your card or a note personally thanking them for the wonderful day! Your team will stand by the door and give each person their gift, along with a big smile and personal thanks as they leave! A great final touch, a great final sponsorship opportunity!

Sponsorship Value: \$100.00 plus cost of gifts

Visit TotallyToni.com for sample flyers, emails, and graphics to use in contacting your prospective Educational Partners.

9

7 Public Speaking Tips From Toni For Educational Partners



...and now,
a word
from
our
Sponsors...

Know how to
SHINE in the
spotlight!

Help your Educational Partner make the most of their speaking opportunity by sharing with them these public speaking tips from Toni:

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1. Planning and practicing talking points generates confidence. This is too important to “wing it”. Research the event to reference current events relevant to the audience.
2. Craft a concise, compelling pitch that maximizes every second of your allotted time. Be upbeat, and finish on time!
3. Make sure your session is interactive: ask questions, lead a cheer, play music or roll-play.
4. Use only professional graphics if you share a PowerPoint.
5. Stay on message and keep to the point. You don’t have time for a “funny thing happened to me on the way...”
6. Remember to be likable! It’s ok to mess up words if you are likable. Trying too hard to be perfect can have a reverse effect.

PART II

TARGETED EVENT
MARKETING

10

7 Keys to Seminar Marketing Timing

People in the apartment business don't look too far ahead. If you mention a date that does not match the current month, their brain will cast it off into a mental spam folder. If they have no other responsibility than to attend, onsite teams may not take notice of upcoming events until the week prior. Most meeting planners are pulling their hair out with a lack of responses at 10 days. The key announcements for generating attendance are usually sent about three or four weeks in advance of the event. However, during those last 10 days it is critical that you turn on the charm in your social media channels.

Mark Your Calendar



This image is a FREE downloadable from TotallyToni on Pinterest. Check out the Multi-Media Marketing Guide board for more images and ideas.

The first marketing piece should simply ask them to mark their calendar. Don't worry about having too much information. Include the event date, location, content and speaker. Plan a series of progressive marketing messages that add new information each time. Like the old Burma shave campaigns, keep it simple – one step at a time.

Time to Register



This image is downloadable from TotallyToni on Pinterest. Check out the Multi-Media Marketing Guide board for more images and ideas.

Give a financial incentive for early bird registration. Offer early-birds two extra tickets to the door prizes. Add early-bird raffle tickets to the registration process at check-in. By changing the incentive for door prize raffle tickets there is no loss of event revenue.

- Send personalized marketing messages to your Educational Partners that they can email to their circle of influence.
- Write a list of the marketing tools with the dates they will be released to have a steady flow of dynamic NEW information. Each progressive message should offer NEW reasons why they can't miss the event.
- The final 10 day Push Plan is vital to your success and should involve email blasts, email banners and personal

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telephone calls. Design a series of messages to create a sense of urgency to register NOW!



This image is from our Apartment MoneyBall

- Multi-Media Marketing Kit on TotallyToni.com



This image is from our Passion Workshop

Multi-Media Marketing Kit at TotallyToni.com

Corporate Social Responsibility

Corporate Social Responsibility is a powerful trend. Introduce a socially charitable action or activity to your event. I helped build a theme with an association using the Lego theme and the slogan, “Everything is AWSOME” with toys being donated to a children’s charity. I recently did a meeting where the company allowed attendees to pay \$5 to a charity for the privilege of wearing jeans! I love that! You could add a food or coat drive to your event for socially responsible marketing.

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This is an example of including a Socially Responsible activity with your event! These toys were delivered to the Northwest Indiana Cancer Kids Foundation providing great social media moments for the association.

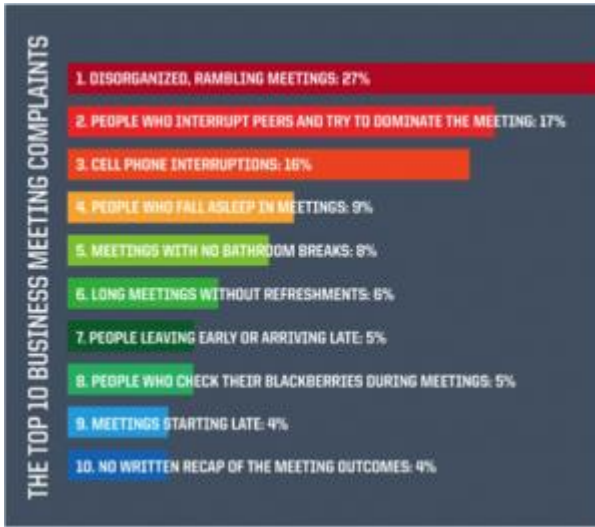
Check out the free series of graphics on [TotallyToni Pinterest](#) to spice up your progressive marketing plan.

11

Avoid the Top 10 Meeting Complaints

In his book “In Search of Excellence,” Tom Peters suggests that innovation is the pursuit of failure. By finding where others have failed, we can create innovation and success. SocialCast.com produced an Infographic about complaints at meetings with some interesting data. A seasoned professional speaker will grab the audience’s attention and will manage the actions that generate complaints. Here are some tips to help avoid a few of the standard complaints:

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4 Tips to Build Trust & Positive Culture

Start on time! Every time you start a meeting late you say to the people who are on time, “you can be late we will wait.” Then to the late people you say, “take your time, we’ll wait.” It is a matter of cultural integrity to start on time. You have trained your people to be on time or late depending on your rules for managing the event. Be consistent. Be considerate!

- Have announcements that request all cell phones to be placed on vibrate and all calls to be answered outside of the seminar room.
- Be sure to have basic refreshments and consistent bathroom breaks. Every meeting builds relationship. At

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every meeting you have someone new who is deciding how much to engage with your company or association.

- Consistency builds trust. People need to understand the rules and expectations when attending a meeting.
- A warm room will make it more difficult to concentrate. Tell people it is going to be cool and keep the temp at 68 degrees.

PART III

EXPAND YOUR
SOCIAL MEDIA
BRAND

12

Tweet Peeks Marketing – Sneak Peeks At The Seminar Content On Twitter

I enjoy designing series’ of educational “sneak peeks “of my PowerPoint slides for Twitter. I call them Tweet Peeks! I feature key educational points, add the event logo, date and location, and save as a jpeg or png. Knowing an image counts for 22 characters, I write a tweet to go with the image. I make sure to allow space to tag the association/ company twitter account and add the event hash tag. TotallyToni will provide a tweet peek each week, from one month prior to your event, to create twitter buzz!

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We develop a custom series of 6 Tweet Peeks for each of our seminars.



Tweet Peeks allows us to share an event hashtag

13

Facebook: Ready Set POST – 3 Powerful Strategies For Seminar PR

At TotallyToni.com we have predesigned a series of Facebook covers with each of our event marketing kits:

- Save the Date – 60 – 90 days out
- Time to Register – 30 – 60 days out
- Don't Miss Out – 10 – 5 days out

I also like to have a series of Facebook .png files with text to post along with the cover pages featuring event details and content. Create a post of the 8 Important Final E-mail Reminders (page 25) the day prior to the event. You can download all of the social media images from our Event

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Marketing Kit at TotallyToni.com. They are ready to go for each of our featured seminars. NOTE: Covers can be customized with your unique event logistics, registration information and logo.

14

Digital Presentation Handouts on Slideshare.net – Go Green With No Green



Slideshare adds value to the attendee experience!

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I have stopped doing printed handouts and now provide “green” copies of my PowerPoint using Slideshare.net. I will still produce a one-page outline upon request that shares the link to the Slideshare file. Hundreds of times a week my audiences revisit my slides on Slideshare.net. We host each PowerPoint presentation for one-year allowing attendees to download both the slides and the transcript. We believe this adds huge value to my programs. Additionally, Slideshare.net allows my clients to preview the slides to confirm my content, market specific data, and customize association or company messages. Participants leave the seminar having learned something and wanting more! We love the fact that event analytics shows continued access by our audiences.

15

Its all right here – Add Value With Pinteresting Links



Come check out
my PINS!

Most speakers use many references to online blogs, books, images, websites and products during their seminars. I like Pinterest because it allows me to pin all of those important links to one board for each seminar. Throughout my

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programs, I make reference to the Pinterest boards. They are a great social media post on your association/company social media platforms as a follow-up to the training. Toni has a variety of interesting boards you can share on your social media community! Check out TotallyToni Pinterest [here!](#)

16

The Swarm App- FREE Day of Event GEO Tagging



Be my friend on Swarm!

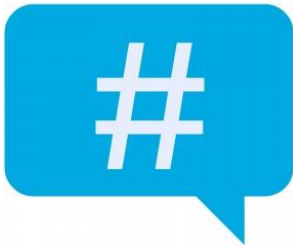
Swarm is a GEO tagging app that allows you to see who is nearby and who wants to hang out. First, make sure the event center or hotel hosting your seminar has claimed

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their venue on Swarm. Once it is an available check-in, engage attendees to check in and share their experience on Swarm. This adds an extra level of engagement to a seminar event. Swarm links to both Facebook and Twitter for sharing your location. Share Swarm at your next meeting and get people checking in and posting their location on Twitter and Facebook, along with your event hashtag and a photo of the event.

17

Event Hashtag #Icanfinditalldrightthere



Check out my new
#EverybodyLovesToni

When you include a hashtag (#) in your promotions, commentary, and post-event thank you posts, you're not only pulling a conversation together, you're also making

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it easy for people to find photos and attendee interactions with your event. An event hash tag organizes all of the individual posts from your audience into one effective search tool. Make it short! Twitter only has 140 characters and #everyonecounts. Use the date, theme, company or association acronym to make it easy to remember and use. Add the hashtag to PowerPoint slides with reminders to tweet, and be sure to personally favor or “like” to thank attendees who participate.

PART IV

DEVELOP
POWERFUL
MEMORIES WITH
A THEME

18

The Value Of A Theme: Build An Unforgettable Event



I have had so much fun with this one!

Bring fun memory associations to an educational event. People are so easily bored today and are used to being entertained. Themes add an entertainment value that

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keeps people engaged and connected. Decorations and props add a social element to the educational setting and become the sugar that helps the medicine go down! Theme centered music; balloons, table toys, candy and snacks engage both the left and right sides of the brain. Even though some people “have to” be there, a theme can make them glad they came. People remember event costumes and props that create a reliable long-term memory. If someone says to me, “I think I have seen you speak before.” I tell them it wasn’t me! I am UNMISTAKABLY UNFORGETTABLE!!!!

20 Important Tips For Building A Theme

1. Make a list of adjectives that best describe your goals, then look for current events like the Olympics, Super Bowl or movies that reflect a similar character.
2. Consider your attendees and what theme will appeal to most everyone. Avoid being gender specific and allow all attendees to relate to the theme concept. Be sensitive and don’t allow sexism, racism or other objectionable aspects.
3. Be sure to allow rookies and veterans alike to respond to the theme.
4. Are there costumes or props that would help share the theme?
5. Look for calendar dates near a season you can tie in with, such as Valentine’s Day, Secretaries Day,

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Bosses Day, birthday of an important person, seasonal recreation, major sporting event, important national holiday.

6. Are there other themes, slogans and programs in your company or association that would make a great theme?
7. Shorter themes are stronger and more memorable.
8. Create a short catchy slogan for your theme.
9. Search for theme decorations online before confirming your theme. Be sure there are both interesting and affordable options for decorations and props.
10. Build a theme-related music playlist for the greeting, breaks and end of session.
11. What kind of games or activities can you use to have some fun with this theme?
12. Once you've selected your theme, review your event details and use language or slang terms that relate to your theme to describe activities at the event.
13. Build a series of graphics for your theme with a PowerPoint template. Integrate your Educational Partner logo colors into the graphic and design.
14. Ask your speakers to use the PowerPoint template, use references relating to the theme as they speak, and include break-away sessions for team building activities that include elements from your theme.
15. If possible, create a logo for your catchy theme and produce hats, t-shirts, mugs, pens, screen savers,

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mouse pads and other items that display the theme. Have the team working the event wear theme t-shirts.

16. Use the theme/logo on all promotions and literature.
17. Use decorations if possible, whether simple posters or elaborate backdrops which can be purchased. Inexpensive decorations can go a long way e.g. balloons, streamers, posters, and banners.
18. Use gifts, prizes and giveaways that fit with your theme.
19. If appropriate, add some theme-related entertainment to your conference: e.g. skits, song parodies, role-playing, and background mood music.
20. Serve refreshments and decorate the refreshment table with your theme.

The graphics department at TotallyToni is available to help you with fabulous designs for all of your theme-based products and promotional materials.

19

How To Support The Theme With Decorations, Photo Booth And Costumes

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Build a Collage for post event marketing! Celebrate your success with special reminders of the unforgettable event moments! Thanks SPM!!!

Boredom is a state of mind. Fill the first few minutes after registration with a fun photo booth where people become engaged with the event. An open-air photo booth not only attracts attendees, but also acts as the perfect icebreaker to get attendees networking which builds great post event marketing. Great props and a selfie sticks add to the fun. You can get a selfie sticks online for under \$10. Oriental.com has affordable fun photo booth props too. Encourage social engagement by allowing guests to instantly share their photos to their favorite social media platform. To better track the ROI of your photo booth campaign post-event, set up your photo booth to include pre-designed hashtags and your event logo. Have a sign to

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encourage people to TAG! The more posts and pictures shared and tagged, the more people in the market will have a window into your successful event! Most social media networks have a community of around 450 people. If 35 people take a picture and share it, a possible 15,750 people just saw your event! If they tag a friend it's 31,500! Your industry professionals are connected with people who did not attend. This is powerful testimonial advertising for your association/company event.

20

Providing A “Take Away” Memory Association



We loved these for our Super Hero theme!

Consider having a takeaway gift for each attendee with the event logo, company theme or association logo. Out of site, out of mind. If attendees can take away a memento that reminds them of the event and having it within sight will remind them of the experiences and messages.

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Themes allow you to access plenty of pre-made affordable take-away gifts online. Customized gifts require cost and time for personalization. If your budget allows, and Educational Partners are interested, it is a great idea to plan something for their desktop that is office related.

PART V

BUILD FREE
MULTI-MEDIA
MARKETING

21

FREE Audio Smartphone Voice Memo Apps



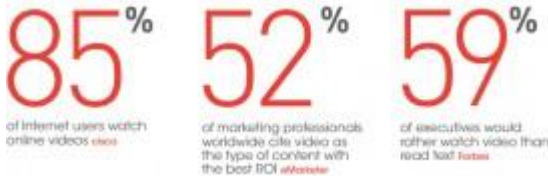
It seems like no one answers the phone any more. Voice mail is awkward and confusing. A voice memo app probably came pre-loaded on your smart phone, but if not you will find a large selection to choose from at the app store that serves your brand of phone. I use the free voice memo app on my iPhone to record a message that I can then email with a typed message. The voice memo is a small and easy to send electronic file. This works similar to a telemarketing campaign, but with very little effort. People love to listen instead of read. The recording allows my voice to add

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enthusiasm and passion to the text in the email. I love to record fun messages that invite people to attend, with a quick summary of what they will learn. You could also record an exciting message to employees with an invitation to private company events. I built this fun “just listen” button to add in front of the voice memo play bar.

22

FREE Video On YouTube



Online video users are expected to double to 1.5 billion by 2016 (Cisco) and Social Media Examiner states that 76% of marketers are now planning to use video as part of their online marketing strategy.

Videos can be recorded on a smart phone and uploaded right to your organization's YouTube channel. These are quick and easy requiring no post-production. Think about starting a YouTube channel for your group and

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capture enthusiasm for your educational program. Take a minute to record short quick messages from key people personally inviting others to attend. Share details and testimonials to inspire attendance. After the seminar ask attendees to share what they learned and how much they enjoyed the program. Make some videos of people having fun in the photo booth, dancing to the theme music, or participating in activities. Share all the fun moments during your session. Drawing interest from new employees/new members will build value in your educational programs from year to year.

23

Building Free Multi-Media Photos Into A Music Video On Animoto.Com



Animoto makes it easy to
create
professional-quality
videos on your computer
and mobile device.

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Animoto makes it easy for anyone to create professional-quality videos with their photos and video clips within minutes. If you are just getting started, here are a couple of quick steps to produce your first video. You can set up a free account with Animoto, however you may consider investing in a pro account for more professional results. I have the pro account and I love making videos to promote events. It is easy and fun! Animoto has developed a series of style templates you can choose from that add unique fonts, images and features to your message. Simply upload photos and video clips from your computer, or quickly grab them from connected services like Facebook, Dropbox, Photobucket and more. I like to build my images in PowerPoint then save them as jpegs to upload to Animoto. I can add text to my pictures and to feature portions of the educational program. You can also add captions below your pictures and insert text messages. Then choose a song from their vast music catalog. You are able to preview and make changes. Once you are happy with the video, it is ready to publish and share. You can share Animoto videos directly to your YouTube account. There is also a free Animoto app for your smart phone! Animoto is sharable with the most popular social media platforms and email.

24

Dress up your email marketing with Consumer Generated Media

If you hang out on Facebook and Pinterest, you no doubt know that quote graphics are hugely popular. People love to share quotes and they are a powerful way to share your thoughts, beliefs, moods, and excerpts from your programs and content. The images that seem to grab the most attention are those quotes layered on a gorgeous image.

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Quozio.com



Perfect for a testimonial!

People love to see quotes all dressed up. Quozio.com is a free way to add beautiful graphics and fonts with a quote for your marketing or to promote your event in social media. Building quotes from historic figures, or popular people from within your organization, could re-enforce your message in an unforgettable way. Quozio.com has beautiful graphics to choose from and can turn an event invitation or business motto into a sharable work of art!

Pinwords.com



You gotta try this!

Upload your own image or use one of the backgrounds provided by Pinwords.com. Choose your text style, type

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your text and click the “Pin It” button. If you want to save the image and upload it to Facebook or use it on your blog, right-click on the image and save it to your computer. Great fun, cool overlays with text, fonts and color options!! Go play!

Recite.com



Create beautiful visual quotes as images to share on your social networks.

Recite is a fun way to turn announcements and messages into e-card and professional graphics by combining images with your words in professional formats almost instantaneously. Simply type in your message and choose from a variety of designs then share! This will become one of your favorite new FREE online marketing tools. Go into your outgoing mail to see what boring “text only” announcements can be turned into – colorful, interesting messages people will read & share!

PicMonkey.com



PicMonkey is a free photo editor that works in your browser.

PicMonkey.com is one of my favorite sites. There are so many features to this site, I decided to link you to some of the tutorials. Discover great tips and instructions on how to design professional images on this fabulous site. PicMonkey.com is like Photoshop for dummies. You can design Facebook covers and other graphics in minutes with just a few easy steps. Be warned about building on PicMonkey.com because everything is designed in low resolutions to be shared in a digital world. As long as your PicMonkey.com image lives on a digital screen you'll love it. The first time you build something and decide you want it printed you'll learn you cannot transfer these images very successfully to print. Print requires high resolutions and all images that will be printed should be built with

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a suitable photo editor, such as Photoshop. I have loved using this site for:

1. Facebook Covers
2. E-mail signature PR images
3. Tweet Peeks
4. Facebook Posts
5. Building Power Point Theme templates
6. Building logo images for email marketing and more

If you are new to PicMonkey.com or just want to make sure you are not missing any PicMonkey.com skills, check out these fabulous tutorials:

- Beginner Editing Tips for Cool N00bs by @PicMonkeyApp
- Beginner Photo Editing with PicMonkey by @BeginnerBeans
- PicMonkey: Image Editing Made Easy by @schmutzie
- How To Make a Digital Photo Collage by @robynsworld
- Beginner Blog Design with PicMonkey + Blogger by @BeginnerBeans
- PicMonkey Tutorial – Collage and Editor Working Together by @5MinutesforMom

PART VI

EVENT
MARKETING

25

A Rose By Any Other Name – Nametags



Name takes help with networking!

I love nametags. I have “sometimers” not Alzheimer’s. It is helpful to reference a nametag when I should have remembered without having to ask. It helps people at the

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event get to know one another and can help team members find each other. Nametags are a great way to consolidate meal tickets and coordinate other event logistics in the plastic nametag holder. No matter how many people know me, there are many who don't! I like wearing nametags myself. It's a simple step that should not be skipped.

26

Best Tips For Theater Room Set Up

I like to use theater seating for keynote presentations where group activities or note taking is not required. This allows you to have more people in a space if there is no room for the tables.

- Theater seating is a seating arrangement where chairs are arranged in rows facing the head table, stage or speaker.
- Chairs are set on 36-inch centers, back-to-back, and are 19 inches wide.
- Center aisles are a minimum of four (4) feet.

27

Best Tips For Classroom Set Up

I like to use the classroom set-up for seminars and workshops. If there are group activities round tables are great, however, do not place chairs around the entire table. Leave an open space on the stage side of the table of about 4 feet to allow everyone to face the stage. Otherwise, some people will have their back to the stage and will have to turn their chairs around.

- Classroom or schoolroom seating is a seating arrangement in which rows of tables with chairs face the front of the room and each person has a space for writing.
- Capacities are calculated at seating three (3) people at an eight-foot table and two people at a six-foot table.

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You may choose to seat four (4) people at eight-foot tables and three people at six-foot tables if maximum capacity is required.

28

Create A Signature Banner For Outgoing Emails



Check out the series of matching Facebook Covers and Email banners in the Multi-Media Marketing Kit at TotallyToni.com

Once you have a Facebook cover designed on PicMonkey.com you can simply resize the image to convert it into an e-mail signature. This way the PR image on Facebook matches the email signature banner. A

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Facebook cover is 851 x 315 pixels. Simply resize to 450 x 167 pixels and save. Make the image a clickable link so that it directs people right to your registration page. There are plenty of tutorials online that explain this step for both Mac & PC. This small image can then be sent to key individuals within your organization to add to their outgoing email communications. This is an intimate and powerful reminder to everyone about the details of your event. Send the event email signature to your Educational Partners, too! An email banner is an easy PR tool that can be used everyday by your most influential voices to build excitement and registrations to your event.

29

Create Custom E-Mail Invitations For Your Educational Partners



Simply add their logo to your existing marketing message!

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I like to build a custom invitation with the Educational Partner's logo and event details into a jpeg on PicMonkey.com to be sent out to the supplier's client database for an open association event.

They already have broadcast email marketing going from their office, just add your invitation as one more. This is a HUGE advantage to the Educational Partner because it is a reason to contact their customers without a sales message. They should enthusiastically send out a save the date, invitation to register and don't miss marketing message, to their list. Build it and they will send it out! Add to your list of FREE marketing for your event.

30

Invitation Versus A Registration Marketing Plan



Add FUN to your marketing & your event!

I like to invite people to attend even if there is a registration form required. People would much rather be

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invited than sold. When you invite people be sure to tell them what they will gain from attending. Outline a few quick important points they will benefit from. Be sure to remove any questions that might cause them to decide later. Include: when and where, how to get there, parking details and food provided. Be clear about “who should attend” and make sure they know the information is designed to support their exact job description.

31

8 Important Final E-mail Reminders – See you tomorrow



Avoid problems with helpful reminders!!!

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1. Be sure to send a final email just prior to the event with:
2. A map with the complete address for GPS
3. A link to event parking details or instructions
4. Remind them the room is kept cool at 68 degrees
5. Reminder to allow time for registration
6. Links to coffee shops in the area for before, or lunch coupons for after, if not provided
7. Bring business cards for networking
8. Bring a pen and personal note paper or digital notes program

Help your audience be prepared with a great final reminder email. You don't want people showing up for the event and then have to take time to park and register. If lunch is not provided, add places for lunch and links to any coupons you can find nearby from Valpak.com, Groupon.com or LivingSocial.com. Remind all attendees to bring business cards for networking and allow time to meet new people to build their personal contacts. In my seminars, I allow attendees to access all of my PowerPoint slides and transcripts for one year after the program. Not all speakers allow this kind of access. Be sure your people are prepared to physically or digitally take notes throughout the seminar.

32

The Wisdom of WHEN: Any Given Tuesday, Wednesday, Thursday



Timing is everything!

Keep in mind that scheduling your seminar midweek (Tuesday through Thursday) can help maximize the number of attendees. Property management teams onsite have to complete a weekly report on Monday and all the

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left over resident problems are piled up on the manager's desk from the weekend. Friday is the end of the week and psychologically just a bad day to want to add work! Most people see it as a half-day, even if it's not!

33

To Feed Or Not To Feed



Plan your snacks and drinks.

Unless this is an award dinner, luncheon meeting or full day seminar, consider offering refreshments — light snacks, coffee, water and juices. However, remember that people are coming to listen to speakers, and food is not a

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requirement. The value of the event is not measured by the food, but the food for thought! We are aiming higher. Most hotels charge high dollar for snacks. I like to let my Educational Partners add small marketing gifts with energy snack foods like chocolate, peanuts and oats. If the food is presented with a marketing message in a gift bag, it seems to go unnoticed!

PART VII

THANK YOU!



National Speaker
& Author

We have a complimentary Multi-Media Kit that accompanies each of our seminars available online at www.TotallyToni.com. We believe that we are not just your speaker; we are your marketing partners. Your success IS our success. When we join your team we bring not only one of the most popular industry speakers to your stage, we bring one of the most dynamic and experienced seminar marketing teams! We hope the tips in this book

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will bring great success to your educational calendar! For the last 32 years I have had the privilege of sharing my passion and experience with apartment professionals around the country! I LOVE what I do! I am deeply grateful that this amazing work is both my purpose in life and my career.

Thank you for letting me be a part of your success!

Toni Blake

totallyTONI.com

