

## Module 1: Event Communications cont.



# EVENT BUDGET

*Prepared by: Cheryl Y.*



When you host an event, there are a lot of things to monitor. Event budgets are among the most important aspects of event planning and management. Whether it's a large concert performance or a small fundraising event, there are a wide range of expenses and revenues to manage—and without a centralized place to track them, important items can fall through the cracks and push you over budget. Budgeting can be a real pain in the neck, but every event organiser will eventually have to deal with it.

Estimating expenses and revenues accurately is essential for managing a successful event. This is especially true for events that will be held on a recurring basis, such as annual conferences, seminars, or music and arts festivals. In this article, you'll find event planning budget templates to help keep you on track.

An event budget spreadsheet or worksheet can help you track event expenditures, such as venue rentals, refreshments for attendees, marketing and advertising costs, and travel fees. You can also use it to track incomes, such as ticket sales, vendor payments, merchandise sales, and advertising revenue. In this way, Excel templates and formulas can make your calculations easier. You can even create an event budget template of your own to use it for your future events. With the right excel hacks and tips, you can shorten the time it takes to plan your event budget. Budget templates can help you check planned against actual costs, and verify the accuracy of profit projections.

We've also provided customizable event budget templates in Smartsheet, a work execution platform that empowers you to more efficiently manage event planning efforts with real-time collaboration and process automation.

## Event budget breakdown: an example

Many websites offer templates to download and use to speed up your event budget planning. For this article, we'll be using the event budget template.

Let's now look at the following example case. Suppose you have to organise a psychology workshop for managers and employees in your company. There will be 100 participants in that workshop. The entrance fee is RM150 per ticket.

The first step is to determine the categories (bullet points) for your expenses. In this case, you'll want to consider:

- Site rental
- Staff
- Catering
- Printing
- Transportation
- Decoration
- Equipment

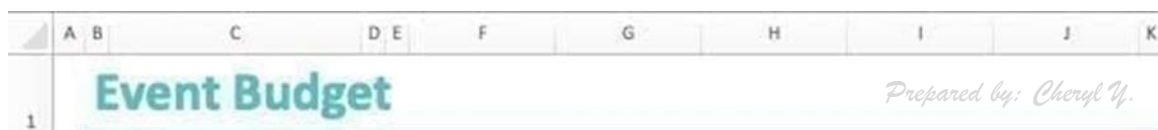
We'll assume you don't have any cost for marketing, as it's an internal event.

Keep in mind that real world expenses can often exceed your projections. That is why you will need to reserve up to 20 percent of the event budget for these unpredictable expenses.

## Creating your event budget in Excel

To start with, give your Excel spreadsheet a title, e.g. "Event Budget".

It will help you save the completed template and protect it from accidentally being deleted.



The program will do everything for you: You won't have to make any calculations. Using formulas, you'll quickly have your event budget in Excel. Here are a few simple steps to follow.

## 1. Income vs. expenses

You'll want to split your sheet into two sections: One for income and one for expenses

## 2. Event income

For the income part, you only have to fill in the "Description," "Unit cost," and "Quantity" columns. In our case, the income consists of entry fees. Using the formula "Unit cost \* Quantity," Excel will calculate the total amount:

Income / Funding			
description	unit cost	quantity	amount
Entry fee	150,00	100	15 000,00
			-
			-
			-
Total			\$ 15 000,00

*Prepared by: Cheryl W.*

## 3. Event expenses

For the expenses section, you'll want to fill out the "Description," "Category," "Quantity", and "Unit Cost" columns. Fill in the figures, and the program will calculate the total amount by using the same formula ("Unit cost \* Quantity"):

Expenses				
description	category	quantity	unit cost	amount
Site Rental	Location		800,00	800,00
Staff	Event	7	100,00	700,00
Catering	Food & Drink	100	30,00	3 000,00
Printing	Supplies	100	5,00	500,00
Transportation	Other	3	80,00	240,00
Decoration	Supplies	30	40,00	1 200,00
Entertainment/Equipment	Event	4	500,00	2 000,00
				-
				-
				-
				-
Total Expenses				\$ 8 440,00

*Prepared by: Cheryl W.*

## 4. Event profit

You now have the total amount for your expected event income (RM15,000) and expenses (RM8,440).

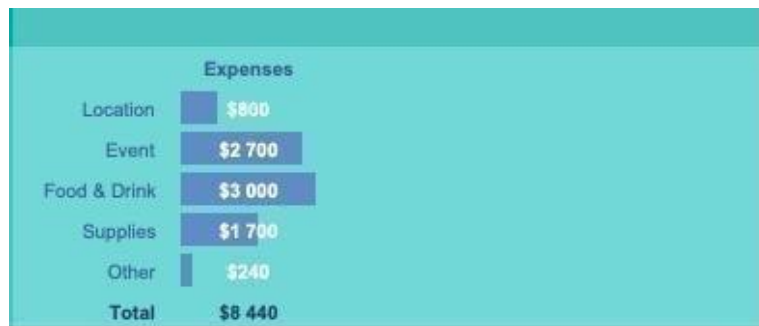
The "Summary" section shows you the total profit or loss. This is done automatically by using the formula "Income - Expenses". In our case, your expected profit is RM6,560:

2	<b>Summary</b>
3	<b>Expenses</b>
4	<b>\$8 440,00</b>
5	<b>Income</b>
6	<b>\$15 000,00</b>
7	<b>Profit</b>
8	<b>\$6 560,00</b>
10	

*Prepared by: Cheryl Y.*

## 5. Expense breakdown chart

Another useful feature of this template—and the main reason to fill out the "Category" column for your expenses—is a horizontal bar chart for expenses. It's located next to the "Summary" and gives you a better understanding of where the biggest sum was spent:



## 6. Event budget report

Voila, you now have a complete and clear event budget report:

Some events aren't made to turn a profit. To cover the costs for those, you might want to plan a fundraising campaign and save costs by involving volunteers.

One last tip: Examine the full event budget report in the spreadsheet. You might have skipped some items you need, so make sure to add them. You could also add a "Miscellaneous" expense row to track ad hoc expenses.

Event Budget				
2	<b>Summary</b>			
3	<b>Expenses</b>	<b>Expenses</b>		
4	<b>\$8 440,00</b>	Location	\$800	
5	<b>Income</b>	Event	\$2 700	
6	<b>\$15 000,00</b>	Food & Drink	\$3 000	
7	<b>Profit</b>	Supplies	\$1 700	
8	<b>\$6 560,00</b>	Other	\$240	
10		<b>Total</b>	<b>\$8 440</b>	
17	<b>Expenses</b>			
18	description	category	quantity	unit cost
19	Site Rental	Location		800,00
20				<b>800,00</b>
21	Staff	Event	7	100,00
22	Catering	Food & Drink	100	30,00
23	Printing	Supplies	100	5,00
24	Transportation	Other	3	80,00
25	Decoration	Supplies	30	40,00
26	Entertainment/Equipment	Event	4	500,00
27				-
28				-
29				-
30				-
31	<b>Total Expenses \$ 8 440,00</b>			
32	<b>Income / Funding</b>			
33	description		unit cost	quantity
34	Entry fee		150,00	100
35				
36				
37				
38				
39	<b>Total \$ 15 000,00</b>			

*Prepared by: Cheryl Y.*

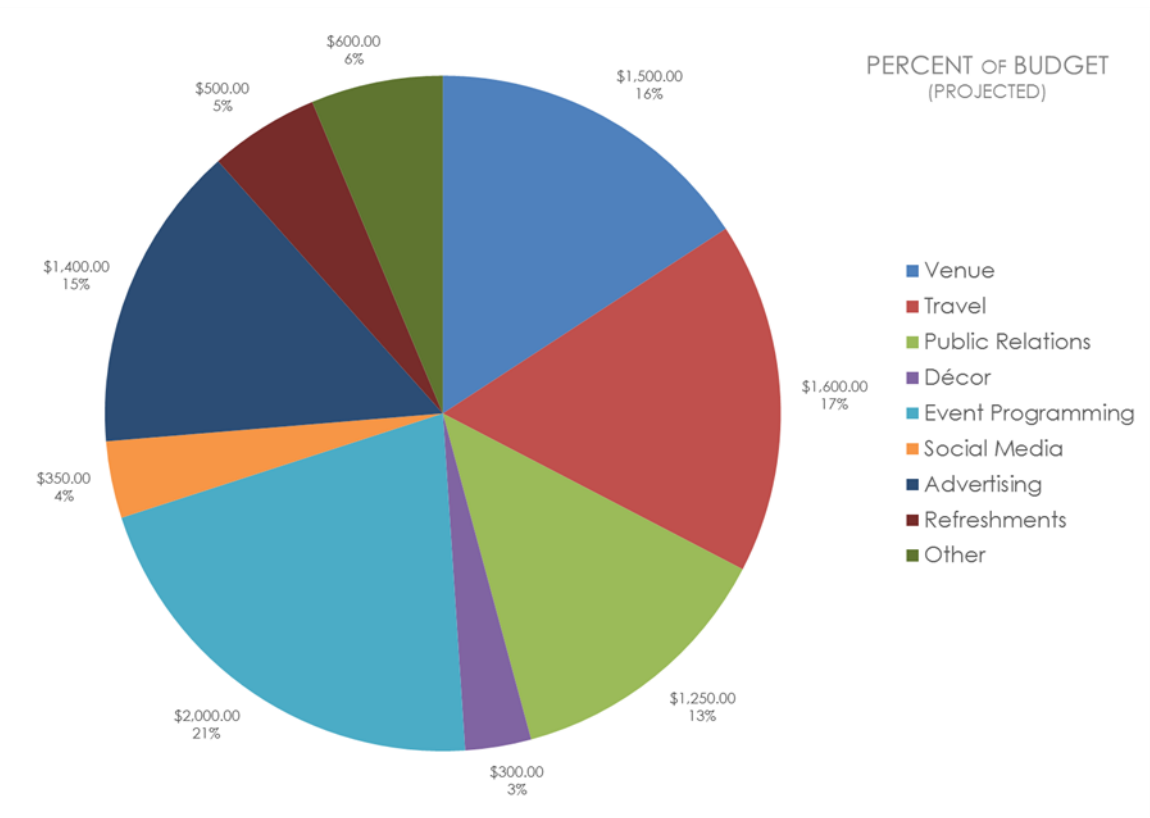
Projected Subtotal to Date: \$ 9,500.00

Actual Subtotal to Date: \$ 7,830.00

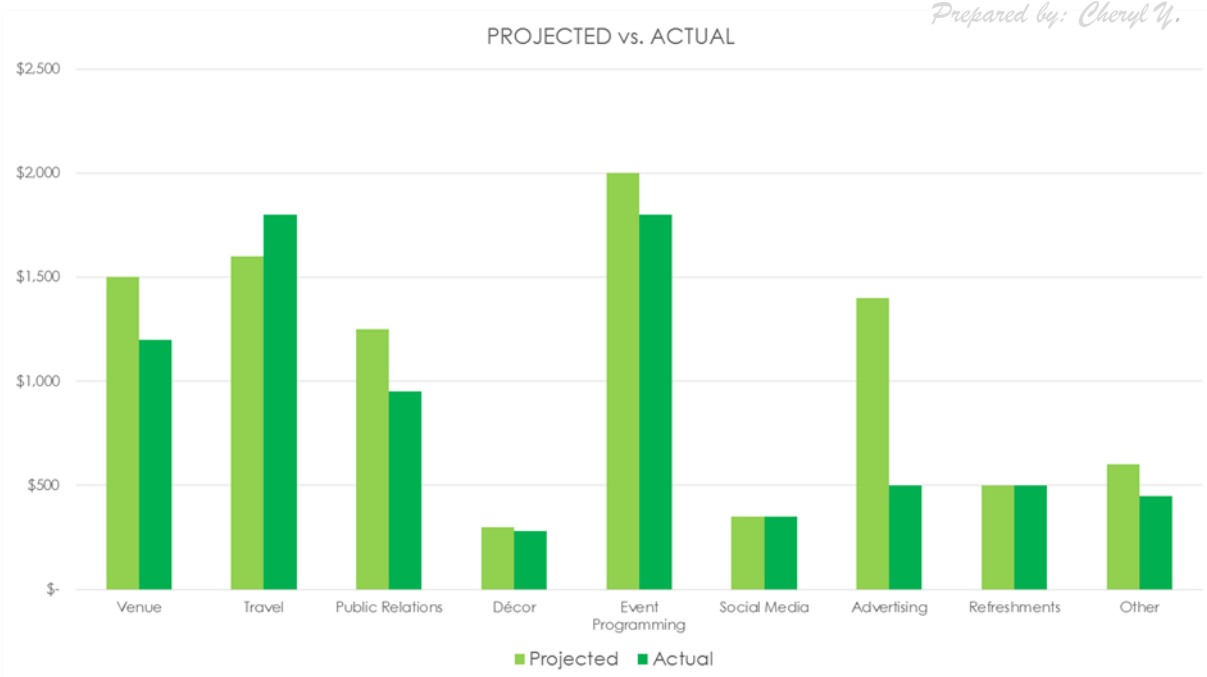
## EVENT BUDGET

CATEGORY	PROJECTED SUBTOTAL	ACTUAL SUBTOTAL	COMMENTS
<b>Venue</b> SUBTOTALS	\$ 1,500.00	\$ 1,200.00	
Location Rental	\$ 1,500.00	\$ 1,200.00	
Event Staff			
Equipment Rental			
Additional Tables / Chairs			
AV			
<b>Travel</b> SUBTOTALS	\$ 1,600.00	\$ 1,800.00	
Flight / Driving	\$ 1,600.00	\$ 1,800.00	
Lodging			
Per Diem			
<b>Public Relations</b> SUBTOTALS	\$ 1,250.00	\$ 950.00	
Announcements	\$ 400.00	\$ 300.00	
Graphics	\$ 600.00	\$ 400.00	
Press Releases	\$ 250.00	\$ 250.00	
<b>Décor</b> SUBTOTALS	\$ 300.00	\$ 280.00	
Linens	\$ 300.00	\$ 280.00	
Lighting			
Additional Signage			
<b>Event Programming</b> SUBTOTALS	\$ 2,000.00	\$ 1,800.00	
Speakers	\$ 1,500.00	\$ 1,300.00	
Performers	\$ 500.00	\$ 500.00	
Video Production			
Presentation Graphics			
<b>Social Media</b> SUBTOTALS	\$ 350.00	\$ 350.00	
Twitter	\$ 50.00	\$ 50.00	
Facebook	\$ 50.00	\$ 50.00	
Pinterest	\$ 50.00	\$ 50.00	
Instagram	\$ 50.00	\$ 50.00	
Google+	\$ 50.00	\$ 50.00	
LinkedIn	\$ 50.00	\$ 50.00	
Snapchat	\$ 50.00	\$ 50.00	
<b>Advertising</b> SUBTOTALS	\$ 1,400.00	\$ 500.00	
Online	\$ 400.00	\$ 300.00	
Print	\$ 1,000.00	\$ 200.00	
Outdoor			
Radio			
Television			
<b>Refreshments</b> SUBTOTALS	\$ 500.00	\$ 500.00	
Drinks	\$ 180.00	\$ 200.00	
Food	\$ 320.00	\$ 300.00	
Catering Staff			
<b>Other</b> SUBTOTALS	\$ 600.00	\$ 450.00	
Gift Bags	\$ 600.00	\$ 450.00	
Pens			
Notebooks			
Packet Printing			

Prepared by: Cheryl Y.



*Prepared by: Cheryl Y.*





# Methods and tools of customer enticement

91% of unhappy customers will never buy from you again. The number one objective of any business should therefore be to create happy customers. Businesses that do, grow and flourish; those that don't, stagnate and perish.

## Steps to promote long-term customer satisfaction and to entice a customer

### 1. Communicate consistently

In an Omni channel communications environment, it is crucial that companies deliver a consistent message to customers. Often, one of the main sources of frustration for consumers is different representatives telling them different things. For instance, a telecommunications company may give a customer conflicting information about what is included in a given tariff. Ultimately, the customer becomes confused and alienated, leading to the impression that the company is disorganized. Therefore, internal communications need to be consistent, clear, and customer-centric. If every team member understands corporate goals, products, and capabilities, this message will meet customer requirements.

### 2. Prioritize user experience

Customers purchase a product or service to meet their needs. Unfortunately, sometimes a company will not clearly communicate how to use the product to meet these needs. As such, it is vital for the companies to prioritize user experience to make sure these requirements are met with clarity and ease. After all, if a product is difficult to use, it is a big challenge to regain a customer's trust. Therefore, a carefully considered after-care strategy is essential to meeting customer requirements. With helpful walkthroughs, tips, and clear instructions, businesses can ensure they nurture customer satisfaction and loyalty.



### 3. Solicit feedback

Listen to customer feedback, regardless of whether it is positive or negative. This information is a goldmine of operational intelligence, allowing businesses to deliver enhanced customer experience. Remember, although criticism may seem like a setback, in reality, it is an opportunity to improve products or services.

### 4. Foster loyalty

Although consumers want immediate gratification, a business's relationship with a customer extends far beyond the first transaction. In fact, the most profitable customer relationships are long-term, as loyal customers represent a better return on investment than new client acquisition. Therefore, it is important to maintain contact to encourage return custom. Through proactive customer relations, businesses can ensure customers do not forget their initial positive experience and churn.

### 5. Identify valuable customers

Although every customer is valuable, not all customers have an equal value. Therefore, it is important to identify high-spend clients and put extra effort into meeting their requirements. Furthermore, a business needs to understand which customer requirements they can meet and those that they cannot. Once a company identifies this dynamic, they can serve customers whose needs are aligned with their corporate vision.

## **Buyer personas: The key to meeting customer requirements**

However, there is one technique that will help organizations deliver all of the points described above - creating buyer personas. With buyer personas, businesses can deliver the aforementioned points in a personalized, bespoke format. By analyzing customer data, businesses can segment databases to uncover customer tendencies, preferences, and trends. From here, they can identify retention patterns in line with corporate vision and deliver a higher standard of customer service. After all, it is a well-known fact that many successful enterprises prioritize personalized customer service over all other marketing strategies. By meeting customer requirements with nuance and adaptability, businesses can demonstrate unique value and drive growth.



# Social Skills and Social Values

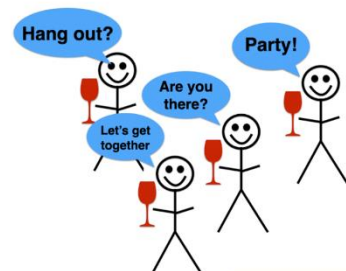
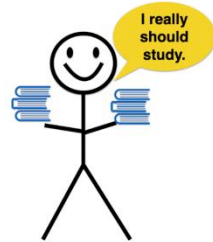


Social skills are essential in building both personal and professional relationships. Demonstrating strong interpersonal skills can help you accomplish career goals, contribute to company achievements, perform well during the hiring process, expand your professional network and much more. These skills include both verbal skills (the way you speak to other people) and nonverbal skills (your body language, gestures, and eye contact).

Understanding and improving your social skills can benefit you in every area of life. In the workplace, these skills can be an essential aspect of staff interaction, planning and collaboration. In this article, we discuss what social skills are, how to apply them in the workplace and why developing social skills is so important.

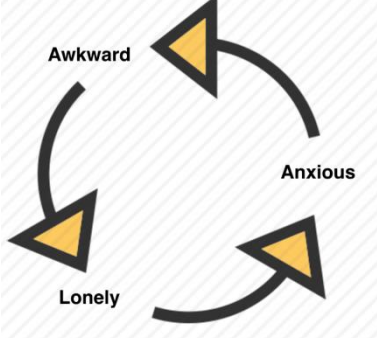
For a long time I didn't understand the value of social skills.

- I had tons of great work skills, but not many social skills.
- I built my resumé, but not my social strengths.
- I was super busy, but never with people.
- I was lonely.



And when I did hang out with people I felt **awkward**. I wasn't sure how to make conversation. I wasn't sure how to connect with people.

...and then the "**awkwardness cycle**" began. The more awkward I felt, the less I hung out with people. The less I hung out with people, the more awkward I got. Repeat.



**Does this sound familiar?**

Here's the problem: Brilliant, creative, interesting people like you focus so much on their IQ, they forgot about their PQ (or interpersonal intelligence). They work so hard acquiring technical skills and job skills that they forgot about the social skills and people skills.

*Prepared by: Cheryl Y.*

## What are social skills?

Social skills are competencies that facilitate communication and interaction with others in any environment. Social skills can be essential when interacting with peers, preparing for an interview and managing a team project.

## Why social skills are important

Social skills are important because they can help you communicate more effectively and efficiently and, as a result, help you build, maintain and grow relationships with colleagues, clients and new contacts alike. These skills are important to maintain and improve no matter your position, industry or experience level.

Investing in relationships by developing your social skills is beneficial for your career in many ways, some of which include:

- Gaining ideas, information, techniques and perspectives from people with different areas of expertise
- Providing your own perspective for the benefit of others
- Accomplishing tasks and collaborating with others toward a shared goal
- Providing mutual support for difficult or hard-to-navigate situations
- Expanding your network to learn about and pursue new opportunities
- Gaining feedback and referrals from people who can personally attest to your work, skills and qualities (and for whom you can do the same)
- Making the workplace more enjoyable

It is also important to display your social skills during the hiring process. Being able to work and build relationships with others effectively is a crucial quality employers look for in candidates and it can show your fitness for their company culture.

## Examples of social skills

Because social skills can include a mixture of different skill sets, it can be important to develop these areas, especially in the workplace. For instance, using effective communication skills is important in careers that require regular contact with clients and customers, which characterizes most career industries. Even if your role is not a customer-facing position, you likely need to communicate with your team, supervisors and other staff in order to do your job effectively. Here are four of the most in-demand workplace social skills:

### **Empathy** 同感，共鸣

Empathy plays a vital part in connecting with others and identifying common interests. Empathy also allows us to genuinely understand another's feelings, thoughts and ideas. Having empathy in the workplace can be beneficial to team projects. When you better understand colleague perspectives, respect their ideas and feel comfortable providing your own insight, you're much more likely to be able to collaborate effectively and find successful workplace solutions.

### **Interpersonal skills** 人际交往技巧

Knowing how to interact with others effectively can help you engage in workplace discussions, identify and interpret social cues-like reading your coworker's current mood-and find ways to understand the personalities of others to help you develop your work relationships. Better work relationships, in turn, offer more opportunities for career growth.

### **Intrapersonal skills** 人际交往能力（内心的）

Intrapersonal skills are your capabilities of understanding your own thoughts, emotions and ideas. Developing your intrapersonal skills may include using

appropriate ways to express your ideas, knowing when to share your thoughts in professional situations and being able to set social boundaries and goals for yourself. For instance, you might learn and apply strategies to engage positively with a negative colleague or learn and develop strategies to present project ideas in team meetings.

### Communication skills 沟通技巧

Effective communication skills such as active listening, written and nonverbal skills can be essential in your career field. If you interact with customers, you might learn and develop active listening skills to help your customers solve problems. If you are a team manager, you might learn and apply strategies to improve the efficiency and clarity of your team's email and video conference communications.

## How to improve social skills

Improving your social skills can benefit you in every area of life. Social skills are important because they can help you communicate more effectively and efficiently. As a result, you're able to build, maintain and grow more meaningful relationships with colleagues, clients and new contacts alike.

For some people, social skills come naturally. But that's not the case for everyone. If you receive negative feedback in these areas, or struggle with some of these essential social skills, prioritize improving them. Here are some strategies you can use:

- **See what others do:** Observe how friends, family members, and co-workers with strong social skills interact with others. Then, aim to copy their techniques. Soon enough, you may find that it comes naturally to you too.
- **Practice your small talk:** If you're shy around co-workers, people may interpret it as standoffishness. Try practicing making small talk and engaging with others. Start by aiming for one conversation a week, and build on that.
- **Be interested:** It's far easier to make conversation and connect with others if you're interested and genuinely curious.

- **Listen carefully and speak clearly:** Make an effort to listen when others talk. Then when it's your turn to speak, respond to what they say and speak clearly (don't mumble!).
- **Consider how you carry yourself:** It may help to ask friends to take photos or video to get a truer sense of your nonverbal abilities. For example, you may discover that when you speak with others, you frequently have a frown on your face. Or, maybe during meetings, you opt to sit in the corner hunched over. Practicing making eye contact, having an open expression on your face, and other nonverbal communication can make a real difference in how you come across to others.



## Key Takeaways

### **SOCIAL SKILLS ARE IMPORTANT IN THE WORKPLACE.**

Your application may focus on hard skills, but these soft skills are prized by employers and essential to your success at work.

### **HIGHLIGHT THESE SKILLS DURING YOUR JOB SEARCH.**

You can include keywords within your resume and cover letter that show you have these soft skills, as well as demonstrating them during your interview.

**PRACTICE MAKES PERFECT.** If you find that social skills don't come easily, don't despair—the more you work on these skills, the better you'll get.

*Prepared by: Cheryl Y.*

Read more: [Soft Skills: Definition and Examples](#)

### What are soft skills?

Soft skills are abilities that relate to how you work and how you interact with other people. Popular soft skills include communication, teamwork and other interpersonal skills. Employers look for soft skills in candidates because these skills are hard to teach and are important for long-term success. Soft skills are different from hard skills, which are technical and job-specific.

**Other names for soft skills:** personal skills, interpersonal skills, non-technical skills, essential skills, transferable skills

Hard Skills	vs.	Soft Skills
<ul style="list-style-type: none"><li>• Bilingual or multilingual</li><li>• Database management</li><li>• Adobe software suite</li><li>• Network security</li><li>• SEO/SEM marketing</li><li>• Statistical analysis</li><li>• Data mining</li><li>• Mobile development</li><li>• User interface design</li><li>• Marketing campaign management</li><li>• Storage systems and management</li><li>• Programming languages (such as Perl, Python, Java, and Ruby)</li></ul>		<ul style="list-style-type: none"><li>• Integrity</li><li>• Dependability</li><li>• Effective communication</li><li>• Open-mindedness</li><li>• Teamwork</li><li>• Creativity</li><li>• Problem-solving</li><li>• Critical thinking</li><li>• Adaptability</li><li>• Organization</li><li>• Willingness to learn</li><li>• Empathy</li></ul>
<p>Hard skills are technical knowledge or training that you have gained through any life experience, including in your career or education.</p>		<p>Soft skills are personal habits and traits that shape how you work, on your own and with others.</p>

*Prepared by: Cheryl N.*

## Popular soft skills with employers

In a recent Indeed survey of 1,000 hiring managers, we asked them to list the most important attributes of top performers at their company. The top five attributes they named were<sup>1</sup>:

- Problem-solving
- Effective communication skills
- Self-direction
- Drive
- Adaptability/Flexibility

Other sought-after soft skills include:

- Effective communication
- Teamwork
- Dependability
- Adaptability
- Conflict resolution
- Flexibility
- Leadership
- Problem-solving
- Research
- Creativity
- Work ethic
- Integrity

Broad types of soft skills, which you can read more about below, include:

- Communication
- Problem-solving
- Creativity
- Adaptability
- Work ethic



## Social skills in the workplace

Social skills in the workplace can be critical to how a business operates as communication is central to most business success. The following social skills can be helpful when applied to the job:

- **Communication skills:** From emails and phone calls to collaborating on a group task, effective communication skills can be developed by clarifying misunderstanding, using professional language and finding ways to engage your coworkers to support cooperation between teammates.
- **Interpersonal skills:** You may develop your interpersonal skills by engaging with others, learning common social cues in the workplace and finding ways to understand your colleague's ideas and input.
- **Listening skills:** Listening and the ability to follow directions are two important social skills in the workplace because most employers have expectations that their instructions be carried out. Improve your listening skills by applying your nonverbal communication skills, asking questions if you misunderstand and offering input at the appropriate times, such as when asked or at the end of the conversation.

## How to highlight social skills

Social skills define a broad set of abilities, so you should consider highlighting specific areas of this skill set such as communication, teamwork and collaboration skills when applying for a job. Doing so, makes your social skills seem more quantifiable and actionable as values to potential employers.

# Event Marketing Strategies & Ideas



Do you remember all those birthday parties you had as a kid? Friends, neighbors, classmates, family, uncles and aunts, grandparents... the guest list was always full.

You would spend weeks planning what you'll wear, imagining the gifts you'd receive, chalking out the menu and getting excited about the games you'd play.

But what would happen if you forgot to send the invites?

No, no let's not even imagine the catastrophe!

The simple point I'm trying to make (while also realizing how old I've become!), is that an event, no matter what it is, is only as successful as the turnout of invitees.

While, here's hoping that your personal party guests are polite and excited to turn up, as a business or nonprofit you can't rely on hope alone.

[Event Marketing](#) lies at the very core of the success of an event. Unless you really put some thought behind your event marketing strategy, chances are the footfall will be meager, if at all. This holds true for both online and offline events.

## What is event marketing?

Simply put, event marketing is all about letting people know that you are hosting an event and how much it would mean to you if they joined in. It's the strategy to promote an online or offline event through various channels.

Be it a Donation Camp, Volunteer Appreciation Day, Meet n' Greet, an Expert Speak Conference, a Facebook Live Seminar, Workshop, or any other event, marketing it, and doing that well, will create a buzz and entice people to join in.

## **Why you should consider event marketing strategies**

The answer to the why is pretty simple: a successful event marketing campaign gets you the attention and footfall you need to get attendees to your events. Marketing budgets are important. Understanding what resources are available and your budget will help drive your strategy.

However, there are many other reasons why event marketing strategies work, like reaching the right target audience in an effective way, knowing the best way to make an impression and most importantly, creating awareness around your event.

It all starts with a solid event marketing plan. From the moment the idea to host an event is conceived to the point that the event actually takes place, the right event marketing strategies are required throughout the entire journey.

## **So who are these attendees and who is your target audience?**

As I mentioned earlier, one of the key elements of making an event a success is knowing and reaching out to your target audience.

To know who your target audience is, you first need to know the goal of your event and then find the people who fit in with that goal.

For example, if you are hosting a Donation Camp to raise funds for your nonprofit, everyone who supports your cause is a part of your target audience.

## **Event marketing strategies to try for your next event**

Now that you know who you want to reach, it's time to think of the best ways to promote your event to these people.

So how do you make your event marketing persuasive and not pushy? Well, you can try some of these event marketing ideas and strategies to start with:

### **1. Share your event with the media**

A press release is a great way to get the attention of the people who can help you further your event goals. With a formal press release, you invite local media to be

a part of your event. You can also spark the attention of influencers, new supporters, and brand ambassadors. This is especially great when the goal of your event is to spread awareness and invite influential people.

## 2. Socialize

With social media being one of the top places to connect with local influencers and people with a strong presence, this tactic can help you get the right attention. Look for influencers who work within your industry and have a great following on various social networks. Never underestimate the power of word-of-mouth marketing!

A survey conducted by Collective Bias shows that a whopping 70% of today's generation depends on influencer or peer recommendations to make buying decisions. For example, if you are hosting an event to recruit more volunteers, the influencers could talk about how this event is going to be amazing, why one should volunteer or just why they would personally attend the event.

## 3. Go live to promote your event

Yes, it's going social again! Facebook is a huge space and a great platform to get the word out about your event. A Live Stream is a new trend in event marketing where you have a direct interaction with your target audience and invite them in. Use this opportunity to give your audience a peek into what lies ahead and make a compelling pitch about why attending the actual event is something they don't want to miss. Bizzabo studied that almost 30% of marketing professionals believe that broadcasting live events impact an event the most.

## 4. Dedicate pop-ups and landing pages

Create a pop-up form on your event website to direct potential event attendees to a dedicated event page. Pop-ups may be annoying but one cannot overlook their effectiveness. The content you use on the landing page and the pop-up is a key factor that will determine if people will get pulled in.

## 5. Market your event to your audience using email

[Email Marketing](#) campaigns continue to be the [most effective means to reach out](#) to your consumers and invite them to an event. At 70%, email marketing is known to be the most popular event marketing strategy among people who regularly host events.

## 错过的火花恐惧

**6. Spark FOMO (Fear Of Missing Out)** Create the "Fear Of Missing Out" among your audience. Use content like video or imagery to show them how they will be at a loss if they don't attend. Contrary to popular belief, people are more interested in an event when they feel they will lose out on something valuable if they don't attend. "You don't want to miss this event" is a simple but effective email marketing subject line, social media campaign or blog post to generate curiosity about your event.

## **7. Promise a good time (and deliver!)**

Use multiple mediums and channels to show people what a great time they'll have at your event. A promotional video, images, user-generated content, and other details that will immediately spark interest are all great resources to excite your audience. It's like any movie; when the trailer comes out people start talking about it and can't wait to go see the full movie. A sneak peek-visual or text-will show them that you have taken all the efforts to make this a memorable, fun and rewarding event for all your attendees- it's an incentive you offer in exchange of their attendance.

Each of these event marketing ideas is tried, tested and highly recommended to use as part of your event marketing campaign when promoting your next event.

## **Ready to create a buzz with these event marketing strategies?**

You know your event is going to be exceptional. You have planned amazing things for your attendees- it's time to create a buzz about it.

Event marketing strategies allow you to make an impact building up to the event, and continue the momentum for your business or nonprofit even after.

Whether you're interested in coordinating smaller networking events or large corporate events like conferences, creating an event marketing strategy has serious benefits for your business. But it's not easy — event planning requires a supreme level of organization, time management, and communication skills that can't be learned from a book.

Whether you're just starting out or you have a few years of experience, you're going to want to keep this roadmap to the event marketing industry on hand as you build out your strategy — and your career.

Use this opportunity to show people that their needs and priorities are at the top of your mind and you will ensure no stone is left unturned in giving them what you offer. Start planning your next event and use these event promotion strategies to make it highly successful.

Gear up to be the talk-of-the-town event that everyone wants to be a part of.

## The impact of event marketing and how to measure success

There are many benefits to event marketing, but before you start planning your event, you need to make a list of key performance indicators (KPIs) that you and your stakeholders agree are worth tracking. These KPIs will provide a yardstick by which to measure your event's success after everything is over.

Having the right event metrics can help you fine-tune marketing, improve sales and increase attendance turnout. But what KPIs should you, as an event marketer, be focusing on? Here are six metrics to measure your success.

### 1. Registrations

Registrations are the most important metric to consider as the precursor to overall event marketing success. After all, a successful event relies on attendees. Look at peaks in registration to determine if any particular marketing effort drove the spike.

### 2. Attendance

Compare the number of registrants you had to the number of attendees who showed up. While some people might have had a last minute change of plan, if there's a big difference it may be that your event was marketed well, but wasn't exciting enough to get people to actually go.

*If your event is free to attend, setting a small price for premium upgrades can reduce your no-show rate.*

### 3. Lead generation

Many businesses choose to use event marketing to generate leads. Measuring how many leads your event brings in for your sales funnel (the quality of which is up to you to establish pre-event). While it's important to showcase the experiential value and the brand exposure gained from the event, also include details that sales



teams can relate to. For instance, include data on how many new leads were created and how many prospects attended.

#### 4. Attendee feedback

No matter how tired you are post-event, never skip sending out a feedback survey at the end. It's a valuable opportunity to get feedback directly from attendees about how they enjoyed your event. KPIs from surveys can include satisfaction, intent to return, and net promoter score (NPS).

#### 5. Brand impressions

Events and social media go hand in hand. After all, for millennials, 48% attend events so they have something to share on social channels. Monitor your social media mentions to see whether your event was worth sharing and whether your event brand is reaching their friends and friends of friends.

#### 6. New customers

Depending on the length of your sales cycle, you'll be able to track how many leads generated by your event turn into customers. While not the most immediately measurable, this KPI is useful for proving the business value of your event.

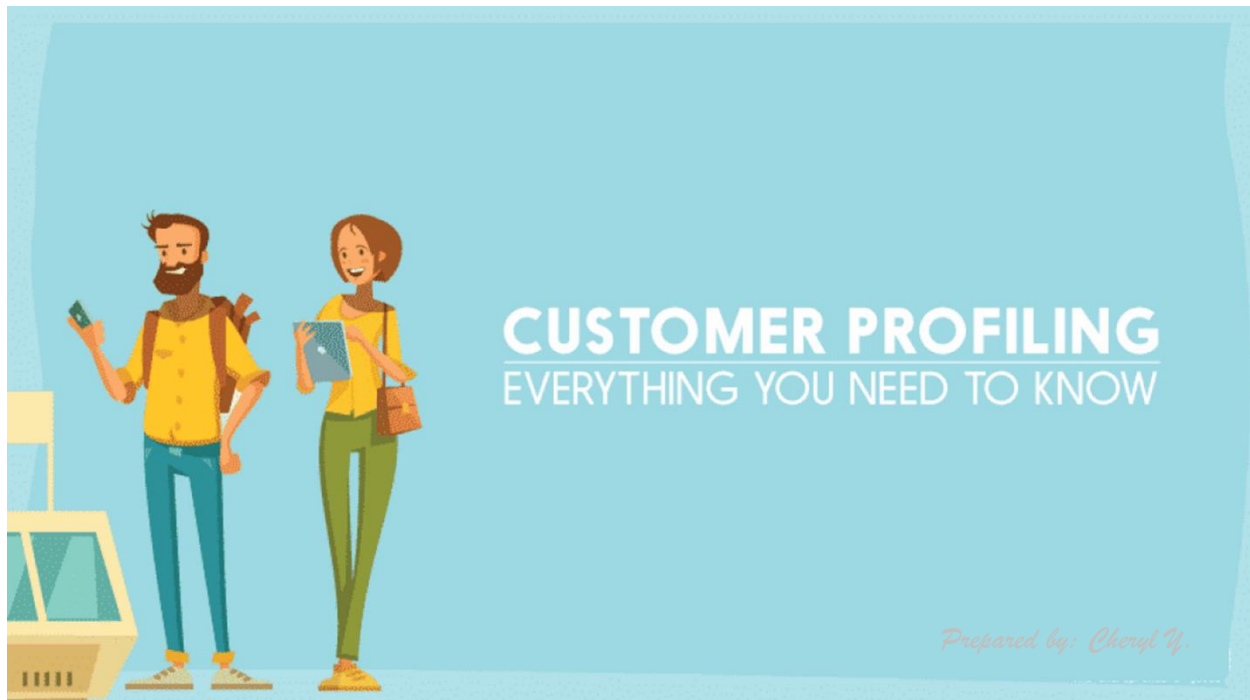






### Post summary:

- As marketers, we're told that 50% of our budget is wasted on unqualified traffic and leads. But, what if you could reduce that wasted spend by being more focused on who you target?
- Customer profiles (or buyer personas) are designed to help you understand who your ideal customers are. By doing so, you can craft marketing messages that address their challenges and needs, and attract them to your business.
- Here, we share what customer profiles are, how you can create them, best practice tips and how they can benefit your business. Plus, we provide you with 3 examples to help inspire you when creating your own.



Customer profiling contains detailed descriptions of the target customers of an organization. It represents the little details of your customers. The details in the customer profile are filled after proper research.

It contains information like age, demographic location, income, buying behavior, preference of [products](#), and the kind of services they use. A customer profile can be prepared for an [individual](#) customer or created for a group of customers with similar preferences and descriptions. The customer profile can be used to know all about your customers.

A well-prepared customer profile can come handy in various situations. For example, customer profiling can be used to prepare an effective [marketing strategy](#) to attract the right customers for your business.

Without customer profiling, you might end up preparing a [marketing plan](#) which is not focused on a particular group of customers. There are chances that your marketing plans are either targeted to the wrong group of customers or are targeted to a large customer segment. In both scenarios, you will end up wasting your marketing efforts, and your return on investment will be low.

For example, a retail store plans to create a scheme to increase their number of regular customers and maximize their spending. To do this, they plan to launch a

shopping cart that will benefit customers if they shop for a certain amount of money every month.

It is essential for the manager to understand their customers and do customer profiling to make their scheme successful. Customer profiling will help them to understand customers' description and know what shopping limit will attract more customers.

A refined customer profile will help the store manager to add impactful features to the scheme. In this way, they will not only succeed in attracting more customers but will also build stronger relationships with their customers. A well-curated customer profile helps the organization to establish dominance in the market.

## Elements Of A Customer Profile

Before compiling your customer avatar, let's look at the essential information you need to include in the customer profile.



- **Demographics:** First begin with describing the name, age, gender, race/ethnicity of your customer.
- **Socio-economics:** This includes your customer's highest level of education, their current occupation, income range per month and household structure. The household description should consist of the family makeup, whether they are single, married, have kids, single with kids or living with a partner, etc.
- **Geographic:** The geographic location should encompass your customer's hometown, their current residential location and what characterizes the neighborhood, town or area they live in.
- **Psychographic:** Once the demographics are clear, identify the psychographics that is your customer's behaviors and beliefs, including their personality, hobbies, interests, lifestyle, and values. This can also include their worries, fears, hopes and dreams, which will assist you in understanding how your business can help with that.

- Behavioral: Define what influences your customer's buying decisions, in terms of their product choice, price factor or promotions; whether the influence is external or internal; what motivates them to make the purchase and why.
- RFM:
  - Recency*- How recently has your customer made a purchase
  - Frequency*- How often has your customer made the purchase
  - Monetary Value*- How much money does your customer spend on the purchase



*Note: Every customer profile does not necessarily have all of the above information. You may use what is required depending on your company type or marketing objectives.*

## Steps to create a customer profile



The following are a total of eight steps that can be followed to create a customer profile.

### **Step 1: Concentrate on your business and the services you provide**

The first step is to pay close attention to your business and the products and services. How does your company help people? How does it solve the problems faced by customers? Who are the customers who can benefit from your business?

If you already have an existing customer base, it is crucial to take a close look at your existing customer base. This analysis will help you to create a customer profile.

### **Step 2: Get in touch with your salespeople**

Your salespeople are the ones who interact with your customers on a day-to-day basis. They know customers and what they like or dislike. They know what kind of behavior in customers triggers them to buy the product.

For example, you can ask them to make a list of queries that most customers ask about. If most of your customers have questions related to the price of the product, that means you need to prepare a strategy to deal with the issue as your future customers might also face the same problem.

### **Step 3: Review your customers' journey map**

A customer journey map is a document that mentions all the milestones reached by customers with the company. This journey will help you to figure out who are the customers who buy your products and how they are interacting with your business.

Only by reviewing the customers' journey with your business, you will know what they expect from your business and what is triggering them to make the final purchase. You can make the list of challenges that your customers faced while making their journey with your business.

To make customer profiling more useful, you can also interact with your customer at each point when they reach a specific milestone. Interacting with each customer might be a little difficult, but it will provide you with detailed customer profiles.

#### **Step 4: Analyze your customers demographically**

The main advantage of customer profiling is it helps you understand the characteristics of your target customers.

Your company might be serving in the different regions, and you want to make the services and products by your company that serves the needs of one particular part. To do this, you need to analyze your customers demographically.

To define customer profiles of a specific demographic area, you should look in-depth to learn about the customers' needs and demands. For example, determine what age group of people are more interested in your brand?

#### **Step 5: Take feedback from your customers**

Your customers play the most critical role in making your business successful. Therefore, when you build a customer profile, it will be essential for you to include your customers in the process. To do this, you should spend plenty of time with them. Taking one-on-one interviews with your potential customers is one of the best ways to collect information.

While conducting interviews, you will get to spend time with your customers, and you can view their reactions to your questions in real-time. In addition to this, you will also establish strong relationships with your potential customers.

When customers feel comfortable with you, they will share raw information with you. This information will help you to build well-informed customers' profiles.

Getting information directly from your customers is better than the information that you get from your salespeople because there are chances that your salespeople can provide altered and modified information.

#### **Step 6: Examine the information that you have collected**

In the next step, the information collected should be documented and examined. Make a list of issues faced by your customers and what their expectations are. Once you are aware of issues faced by your customers, then you should brainstorm on the points like what can you do to solve their problems?

How can you make your product or service better than your competitors? Etc. Having the answers to these questions will help you build a strong customer profile that you can analyze to enhance your services.

### **Step 7: Understand your industry**

Once you have collected and analyzed information collected from your customers, the next step is to establish an understanding of the industry. Understanding your industry will help you know how you should create your brand's image in the market.

Analyze how customers view other brands and learn from those brands to increase the market share of your brand. Having a deep understanding of your industry will help you to create a strong customer profile.

### **Step 8: Create customers profile and use them for marketing purpose**

In the last step of customer profiling, create the customer profile using the information that you have collected. The customer profile must be designed in such a way so that it can be easily referred to for marketing purposes.

Create an effective marketing plan for the promotion of your products and services with the customer profile you have created.

### **Conclusion**

Customer profiling is essential for creating an effective marketing plan. It will not only help the marketing team but will also assist the sales team in interacting with customers.

The customer profile increases the effectiveness of your marketing strategies as the data provided by the customer profile is the data collected from real and potential customers of your business and is not collected through conducting surveys.

## **Customer Profiling Examples**

Your customer profile can either be one cumulated sketch of the user persona that represents the ideal consumer of your brand or it can be a customised profile based on the kind of business you're running.

Several profiles can be made if you are a company that has various products and services to offer or if there is more than one problem that you can solve. It depends on the type of your company. An ideal customer profile is made for




customised products/services or for just defining a model representative customer that best fits in your target audience.

Here are some customer profiling examples to help you create your own.

## Customer Profile For A Home/Kitchen Appliances Company

*Kristina Klain*



*The Klain family*

**Demographics**

- Early 40s
- Two children (1 & 6 years)
- Business graduate
- Marketing Manager
- Earns \$45,000 per month
- Lives in Indianapolis

**Psychographics**

- Family oriented
- Spontaneous person
- Active and healthy lifestyle
- Enjoys activities with family

**Buying Habits**

- Too busy to do much research before making a purchase
- Spends time on Facebook, Instagram and Ebay
- Mostly makes purchase based on online reviews

**Content and Messaging**

- Emphasise on family
- Focus on features
- Fast checkout process
- Offer incentives

In this buyer persona example, you can get a good idea of who Kristina is by learning about her background, buying habits and her priorities. Accordingly, you can draft your communication message that will reach her more efficiently.

# Customised Customer Profile For A Wedding Planning Agency

## Kiara & Ben



**Description:**  
Young couple,  
Want a perfect  
wedding night  
guests will remember

**Theme:**  
Autumn/ Fall, but  
something different

"We want something unique & out of the box, we want our guests to enjoy and experience a magical Autumn aesthetic night which they will remember."

**Key attributes:**

- 200 guests
- Beautiful cake
- Venue decoration in Autumn/ Fall style
- Bar counter with special cocktails
- Photo booth and unique backdrops
- Dessert counter and late-night snacks
- DIY style detailed decorations

With a plethora of options available, people now demand something unique, custom, tailor-made and that which is more personal to them. If you're a brand that specializes in customized products/services, you need to pay attention to details, understand exactly what your customer has envisioned and deliver meticulously.

Helpful  
Tips

### How to Create a Customer Profile

1. Focus on the problem that your business is trying to resolve.
2. Review your customer journey map.
3. Dig into demographics.
4. Collect customer feedback.
5. Examine contextual details.
6. Understand your industry.
7. Build personas.
8. Analyze and iterate on customer personas.

## Examples Template

<b>External Attributes (Step 1)</b>	
What market does your product best serve?	
What specific vertical do they operate in?	
What is their annual revenue?	
How many employees do they have?	
Where are these companies located?	
<b>Contextual Details (Step 2)</b>	
How big is their team?	
What are the biggest challenges they face?	
What technologies are they using?	
What are their goals for the next three months?	
What are their goals for the next year?	
How do they assess problems?	
What does a perfect world look like to them?	
What impact does the specific problem have on their team?	
How are they trying to solve the problem today?	

## Personas (Step 3 - Bonus)

What titles do these people hold?	
What is their age range?	
What is their education level?	
What is their average annual income?	
How will they use your product or service?	
On what marketing channels can you reach them?	
Key responsibilities for their role?	
What role do they play in the decision making process?	

## How does your product/service help? (Step 4)

What value do you provide for these customers?	
Can you solve their key pain point? And how?	
What features differentiate you from competitors or homegrown process?	
How does your solution fit into their short and long term goals?	

# ***Assess Customer Relation Service Performance***

Help your employees know how to operate at their best by teaching them in reviews rather than criticizing them. Check out these helpful customer service performance reviews to start the conversation and help your company improve.

## **Customer focused performance measurement**

### **Guide**

**Customer-focused** performance is a business approach to measuring performance in terms of customer retention, customer satisfaction, service response time, etc. Under this approach, all processes in your business are tailored to meet customer requirements and satisfy their expectations.

### **Customer-focused KPIs**

To measure performance of a customer-focused business, your **key performance indicators** (KPIs) should also be customer-centric. Some common metrics to track are:

- **customer satisfaction score** - eg through numbers, stars, smiley faces, etc
- **net promoter score** - measures how likely your customers are to recommend you
- **first response time** - the speed of response is a great market for customer satisfaction
- **customer retention rate** - your ability to keep a customer over time
- **quality of service** - including reliability, assurance and responsiveness
- **employee engagement** - staff motivation can affect quality customer service

When reviewing your business' performance, as well as customer satisfaction, you'll need to assess your customer base and market positioning as a key part of the process.

A strategic business review can help you re-evaluate **market factors** such as:

- changes in your market
- new and emerging services
- changes in your customers' needs
- external factors such as the economy, imports and new technology
- changes in competitive activity

You can split into 3 periods to perform assessment for Mega event.

Pre Event	Event	Post Event
What Why For who Where When Budgeting Publicity Partners Sponsors Programme Flag off (退出)	Checklist Management of audience (受众管理/管理来宾人数) Casts show time (放映时间) Arrivals /Transportation	Wrapping up (结束活动) Payment Feedbacks Assessments (评估) Key-takeaways (关键点)

Pre Event 50%

Event 35%

Post Event 15%

事件

*Prepared by: Cheryl Y.*