

Expanding the **global reach** of your conference



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Trying to expand global reach of your conference? Take these 12 actions!

As we know, the presence of a rich, diversified, and qualified base of delegates is critical for the success of your conference because delegate registration can represent 30 to 50% of international conference revenue.

Knowing your target audience increases the global reach of your conference.

First, let's identify your target audience

- Review last year's visitor stats and profiles.
- Assess how many of the previous participants match the expectations of your client.
- Do you know what are the reasons they are attending?
- Why are they attracted by your conference?
- Are you communicating to participants as a whole or are you tailoring communications according to: age, experience, interests, and/or gender?

*Once you have defined your target audience, you can take **12 actions** that boost attendance.*

1 - Target the ideal delegate

The key to effective delegate acquisition is to focus on a strategy that targets key stakeholders and business multipliers in select regions and constituencies. Each target audience will require its own unique, locally relevant value proposition that can directly impact critical business or institutional outcomes.

2 - Optimise your event website for mobile devices

More and more registrations are made from mobile devices. If you have an event that requires online registration, make sure your website works well on smart phones and tablets.

3 - Be social

Don't be afraid to use these sites for the purpose in which they were created, being social. It's not enough to post event updates, you need to catch attention. Create conversations and join conversations. Give your event credibility by creating a two-way dialogue with your audience. Choose one or two channels relevant to the target audience. Once your social media channels are defined make sure your social media accounts look good. Do they have the right-sized quality images? Are your profiles up to date?

Enable social sharing on your event site and registration page – include the official social media icons as people are more likely to use these. No matter where you are in the world, the need to maximise delegate attendance is critical. The problem is finding methods that can be employed effectively across various regions and channels to ensure maximum results.

4 - Do not forget content

Offer content that's appealing to your audience by communicating what makes it a "can't miss" event for your customers and prospects. Is it peer to peer interaction, ideas sharing, or tracking new trends? Feature the rock stars of the disciplines and professions.

5 - Build your schedule/agenda early and communicate it to your audience

The clearer and more detailed you are with your agenda, the more people will feel they can make an informed decision about attending. Make sure you include this in all of your communications.

6 - Express multiple value propositions in your promotional efforts

One benefit usually isn't enough for most people to attend. Include in your invitations, emails and marketing materials (such as the website) the many valuable take-aways of the event, especially what attendees will learn; feature keynote speakers and/or entertainment; talk about the schedule/agenda; provide photos and testimonials of past events; offer videos; highlight the people/companies that attended past events; and any other relevant benefits.

7 - Work on a registration fee strategy

Under delegate building a powerful and convenient selling point with prospects is that you aren't just selling them a conference but you are also offering them an exclusive one-stop-shop service to register, book accommodations, coordinate obtaining a visa and arranging any incidental program registration related to your event. This is a concierge service to make the whole experience seamless. You need to work on your database to improve the reach of your contacts.

8 - Cross promote with other organisations

Contact other organisations that may target your audience and propose them incentives (registration discount or in-kind items like a display table).

This will allow you to cross-promote your event on their lists.

9 - Ask your attendees and speakers to help you promote the event

Empower your attendees and participants to spread the word, to be multipliers and conference ambassadors! Make it easy for them to reach out to their friends and peers via email and social media.

Offer discounts for bringing colleagues. Encourage speakers and participants to promote the conference on their networks.

10 - Reach out key publications

Reach out to key publications to arrange advertising agreements for the media outlets to publicise your conference in exchange for attendance, booths, etc.

11 - Prospect new contacts

Beyond an association's existing member, customer, or prospect database, it is possible to extend the range and scope by prospecting new contacts. For example, within a given target market for a medical meeting an association could locate key organisations and institutions like hospitals, ministries of health, medical journals, and pharmaceutical companies to build a list of key opinion leaders and decision makers.

12 - And finally...involve your team

Define the goals to reach and get your team involved.

By requesting feedback you tap into your team's expertise and may discover nuances it would be hard for one person to have thought of on their own.

Information about the attendees, great content and over-the-top talent (yours and others) all make it possible to extend and enhance attendance at your international conference. Make each conference the best it can be and you will be the rock star!

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And finally... involve your team



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MONICA FREIRE

Monica has joined AIM Group in 2010 and has been heading the Congress Department in Lisbon since 2012 and has dedicated her time to establish the Lisbon office as one of the major players in the local industry as well as growing its presence internationally.

Starting her career in the congress industry in 2001 has since developed her skills as a congress and corporate events manager as PCO and in the Pharma Industry, being involved in the bidding, planning and onsite coordination of both national and international conferences.

With a strong passion for continuous education and networking Monica is an active member of IAPCO, representing the Lisbon office in this Association.

ABOUT AIM GROUP INTERNATIONAL

AIM Group International organizes over **three thousand events and meetings every year.**

Despite our size, AIM Group still has a “small company” approach to **client partnership.**

AIM Group is committed to helping its clients reach their goals, to personalizing their event experiences, to providing an innovative environment, and to making a difference. Our strong sense of identification with client projects means that we are constantly striving to provide solutions, even for issues they aren't yet aware of. To this end, we adopt a progressive approach to technology and marketing techniques. This sense of identification also means we value and promote seamless interaction with clients' own teams, and ensure the best value is obtained from their event budget.

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EVENTS & COMMUNICATION**