Classy

Event Engagement:
Best Practices You Need to Know

Date
April 2023

Presenter
Emily Herrin, Classy Coaching

Mobilize and Empower the World for Good

Introductions

Meet your Coach!

Emily Herrin
Classy Coach

A little about me:

- Classy Pro!

- Worked at a San Diego nonprofit

- Converted in-person gala to virtual experience

Look Ahead

Our Agenda

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01

What is Event Engagement?

Event Engagement

The *What*

1. Compelling from the start
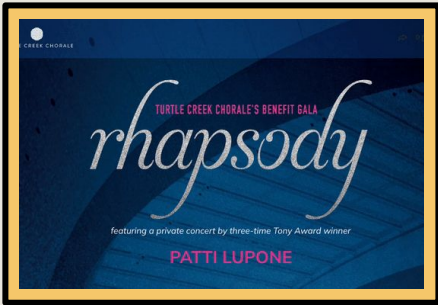
2. Ability to hold attention

3. Promote active participation

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Event Engagement
The *Impact*

- Captivating
- Memorable
- Encourage repeat attendance
- Build deeper relationships
- Steward life-long supporters

91% of event attendees are more likely to take further action with a nonprofit after a positive event experience

Event Engagement
Types

Before
Promotional

Leading Up To
Attendee Engagement

Day of
Event Experience

What are you doing to drive registration and get folks to your event?

What will you do to keep your attendees engaged leading up to your event?

How are you making your event unique, special, and memorable?

**Your Campaign
Ways to Advertise**

**Communication
Creating a Community**

**Location
Programming
Connections**

02

Promotional Engagement
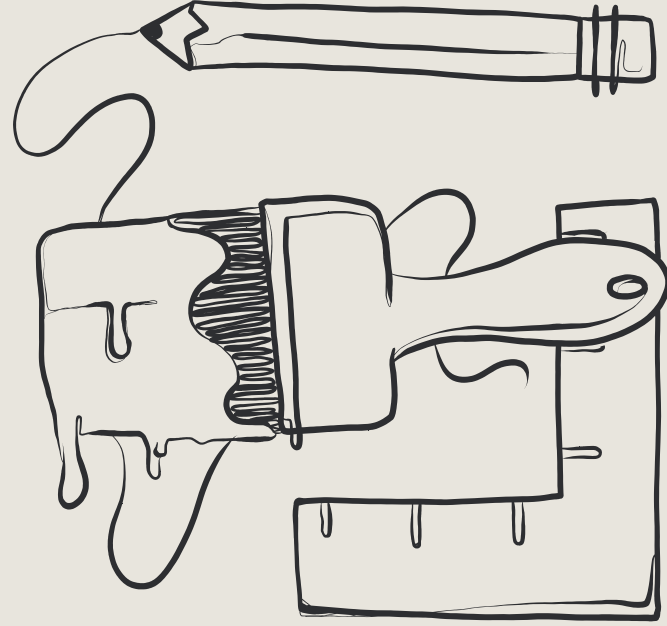
Promotional Engagement

Your Campaign

- How are you designing your campaign to be compelling and engaging from the start?
- Storytelling
- Effective Ticketing
- Compelling Design

Highlight pictures from past events
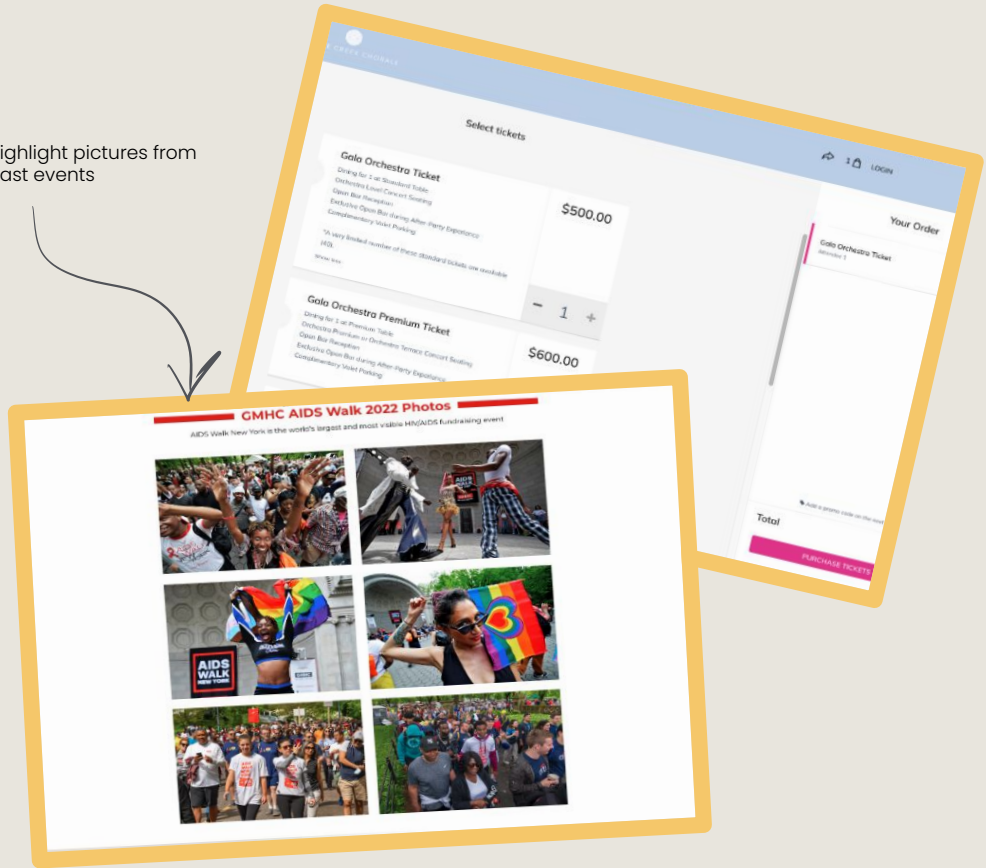
Want to learn more? You can review our previous sessions here!

Add to Calendar
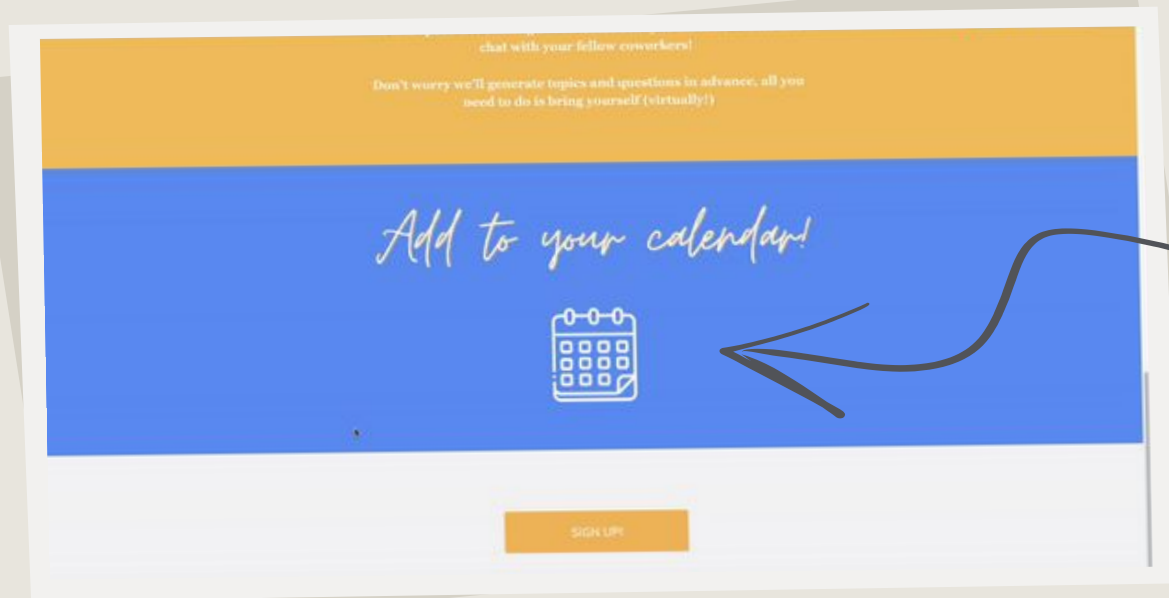
Add calendar invitations to your campaign landing page or in email receipts!

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1. Create a calendar event through your email provider.

2. **Publish the calendar event** to access the invitation URL.

3. Hyperlink the URL on either an image or text.

Shen Yun prioritizes Seven Points of Contact

Promotional Engagement

Physical Advertising

- Where are you marketing your event?
- Seven Points of Contact
- What will the messaging include?

Digital Advertisement

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Instagram

Capture attention

Graphic Countdowns

13% traffic to campaign

22.7% conversion rate

Facebook

Event awareness

Event stories

84% traffic to campaign

13.4% conversion rate

Linkedin

Sponsorship ads

Tag influential people

1% traffic to campaign

33% conversion rate

TikTok

Engaging videos

Younger audience

.09% traffic to campaign

8.8% conversion rate

Tools to Use: Hootsuite | Canva | Source Codes

Promotional Engagement

Promotional Emails

- Event description and details
- Reference prior events
- Highlight key experiences
- Personal sign off
- Weave in event branding

JOIN US AT

THE RED GALA

FOR AN EVENING OF...

- Delicious hors d'oeuvres and plated dinner.
- Open bar including a prohibition-era signature cocktail.
- Live music that will have you tapping your feet all night long.
- Inspiring remarks from our renowned Love146 Co-founder & CEO, Rob Morris.
- A live auction and opportunity to support our work.
- Love in Action Awards honoring those who, from their unique vocation or passions, have taken inspiring action to further our mission.
- A beautiful gallery of photographs taken by the youth in Love146's Survivor Care program, where you'll see firsthand the impact your generosity makes in the lives of survivors.

APRIL 29, HOUSTON, TX
MAY 13, STAMFORD, CT

12TH ANNUAL

EDEN'S RUN 5K

NOVEMBER 12-14, 2021

Hi Emily,

Eden's Run 5K is this weekend! Last year, this global event benefiting teachers and students in Yida Refugee Camp spread across the United States and around the world, to as far away as London and Jakarta.

REGISTER NOW

This year's run is entirely virtual again. Registration is only $10! When you sign up, we'll create an awesome fundraising page that you'll use to raise another $65 from friends and family.

We recently launched an emergency $10,000 fundraising campaign following the coup in Sudan. If you aren't in a position to give, this is another great way to help deliver extra support to our Sudanese partners in a time of crisis. Will you join me in registering?

Onward,
Mark C. Hackett
Executive Director
obsilence.org

Where to Get Inspiration: Really Good Emails | Other Organizations | ChatGPT

Use ChatGPT to Write Your Marketing Emails

Let Chat GPT do the hard work for you and use this as a starting point
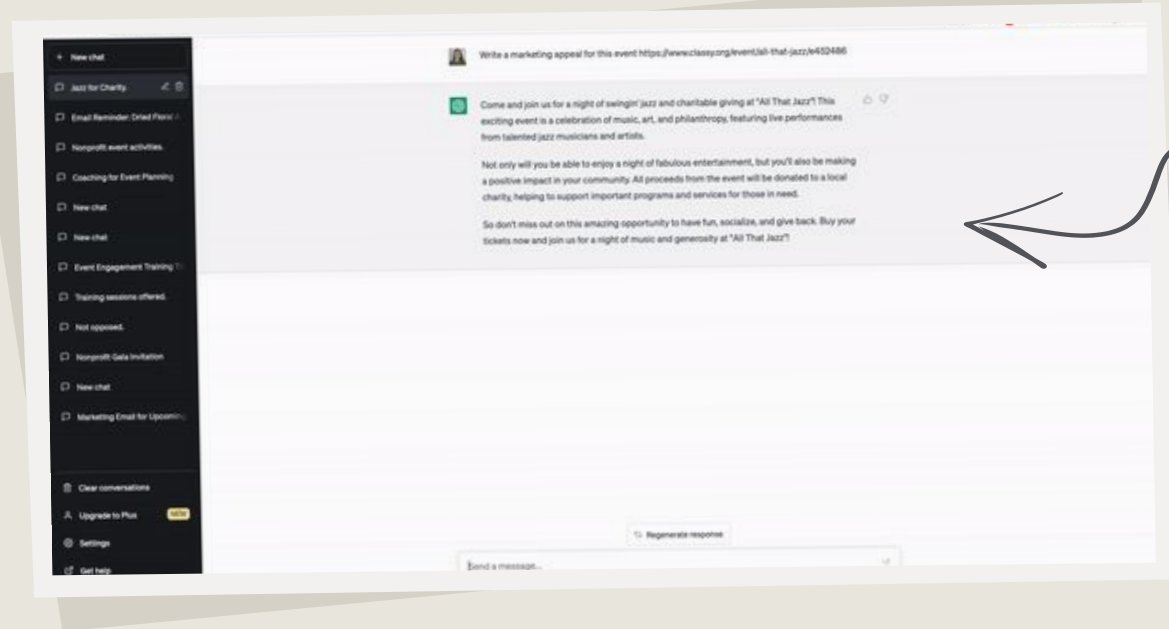
1. Prompt Chat GPT: Write an **[Email Appeal]** for this event **[Campaign Link]**

2. Copy and paste the template email to make adjustments to tone and language

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02

Attendee Engagement

A mailer that a Classy employee got for an upcoming event!

Attendee Engagement

Emails + Mailers

- Your attendees registered, now what?
- Hype what's to come
- Pre-event mailers

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Attendee Engagement

Community

- Establish a community
- Allow attendees to meet other people
- Promote engagement by offering prompts
- Facebook groups, forums, direct messages, email chains
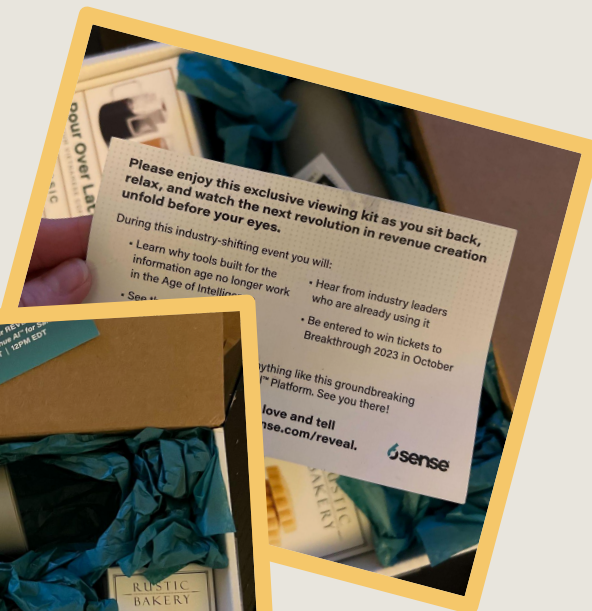
If you are attending Collaborative make sure to connect beforehand!

Collaborative
Admin · June 8, 2022 ·

Get to know your fellow Collaborative attendees and tell us a little bit about yourself in the comments! Share your name, organization, and what you're most excited about at the Collaborative.

collaborative

CLASSY'S COLLABORATIVE CONNECTION

Brought to you by Classy

Classy's Collaborative Connection

...ots, restaurants, attractions, shops, you

Philadelphia Recommendations

Attendee Engagement

Questionnaires

- Gather additional information in advance of your event
- Personalize the experience
- Show attendees you are thinking about them

Can be as simple as asking for music requests!

SPEAK Book Club Request

If you are participating in 9 to Thrive's Book Club and have already purchased your book, please fill out this form to receive instructions on how to request a reimbursement!

eherrin@classy.org Switch account

* Indicates required question

Email *

C collaborative

Hey DJ, Play My Song

Want your song played from The Fillmore's iconic VW DJ Bus?
Want our Collaborative DJ to give you and your organization a special shout out?

Submit your request today!

Play My Song   press Enter ↵

Tools to Use: Google Forms | Typeform | Email Provider

03

Event
Experiences

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Pillars

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Location

Venue

Programming

Entertainment
People
Activities
Surprises

Connections

Communication
Software

One venue can be transformed for multiple experiences

Event Experiences

Venue

- Sets the tone and energy for the event
- Consider the arrangement of the space and how that will influence the experience
- What feeling is the space evoking?

The venue for my nonprofit's event!

We had a local food truck at Collaborative that sold Philadelphia famous Ice Water

Event Experiences

Entertainment

- How can you do the usual and make it unusual?
- Food & Drinks
- Music
- Performances

People

- Who do I want to include at my event?
  - MC
  - Speaker
  - Storyteller
  - Honoree
  - Ambassador
- How do they relate to my organization?
- What about their presence will add value?
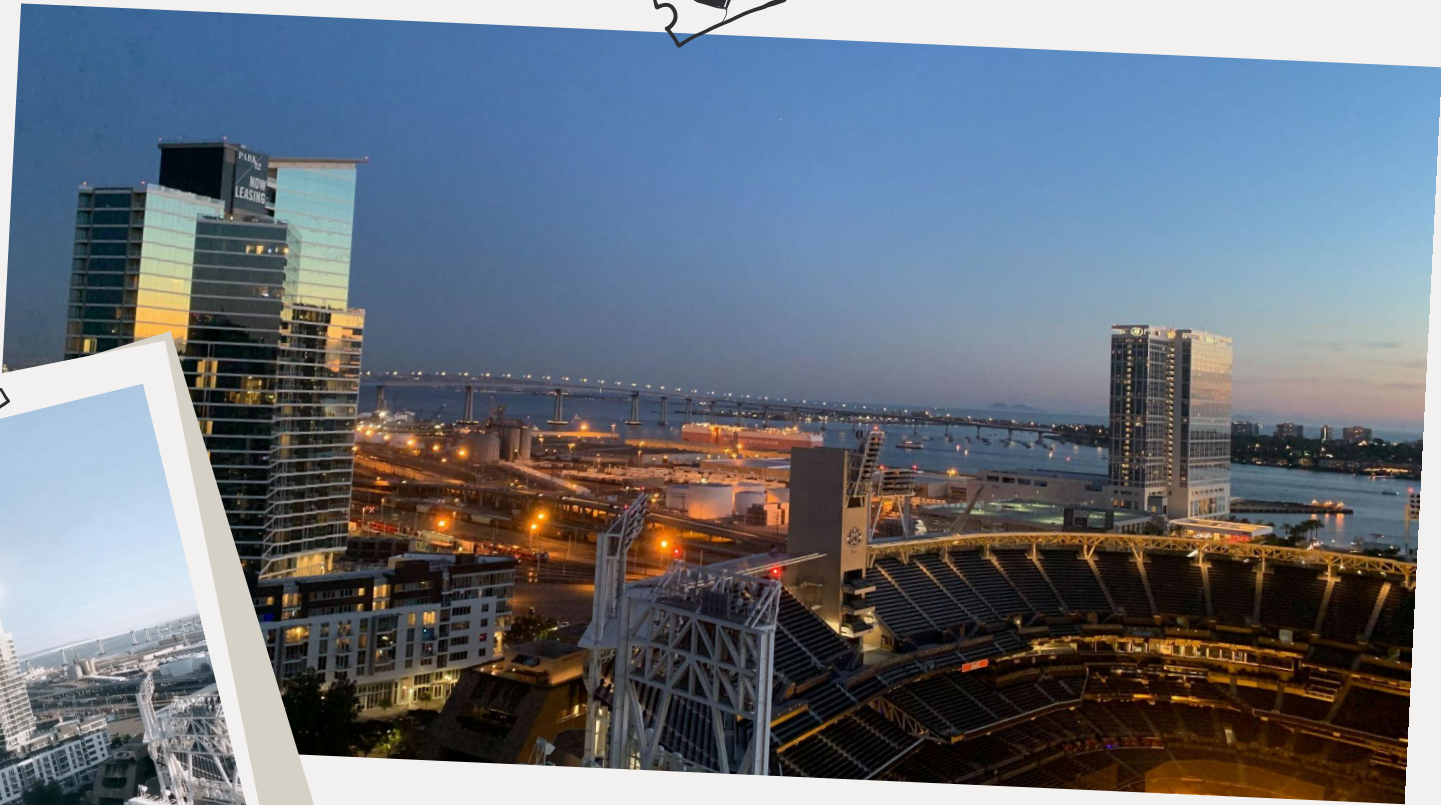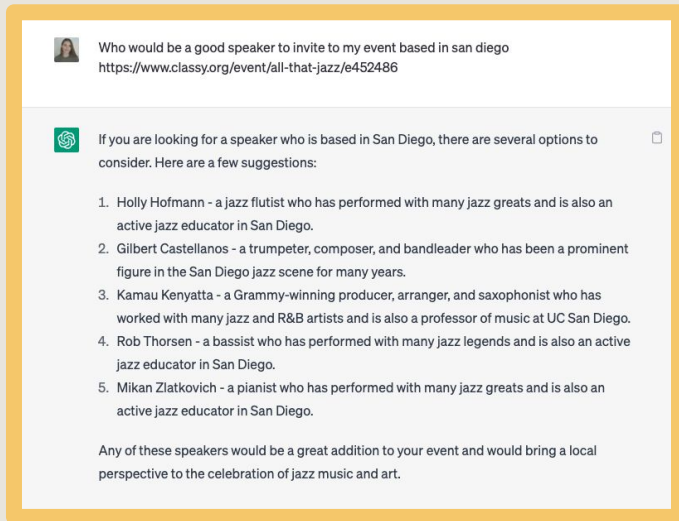- Will our audience resonate and be excited by their attendance?
- Will they bring a diverse background?

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Who would be a good speaker to invite to my event based in san diego
https://www.classy.org/event/all-that-jazz/e452486

If you are looking for a speaker who is based in San Diego, there are several options to consider. Here are a few suggestions:

1. Holly Hofmann - a jazz flutist who has performed with many jazz greats and is also an active jazz educator in San Diego.
2. Gilbert Castellanos - a trumpeter, composer, and bandleader who has been a prominent figure in the San Diego jazz scene for many years.
3. Kamau Kenyatta - a Grammy-winning producer, arranger, and saxophonist who has worked with many jazz and R&B artists and is also a professor of music at UC San Diego.
4. Rob Thorsen - a bassist who has performed with many jazz legends and is also an active jazz educator in San Diego.
5. Mikan Zlatkovich - a pianist who has performed with many jazz greats and is also an active jazz educator in San Diego.

Any of these speakers would be a great addition to your event and would bring a local perspective to the celebration of jazz music and art.

Tools to Use: ABP Speakers | AEE Speakers | ChatGPT

I hosted a dried floral arrangement activity for our women's community and it was a hit!

Event Experiences

Activities

- What can you do outside of just sitting, listening, and watching?
- Hands on activities
- Interactive experiences
- Games
- Networking

What activities could these organizations include in their event?

- Composting workshop
- Succulent arranging
- Bring empty wine bottles to make glasses

- Dried floral arranging
- Paint and sip
- Blanket making
- Virtual home tour

- Cocktail Making
- Seed Ball Making
- Cooking Class
- Garden tool swap

Goody bags can be filled with items related to your mission!

Surprises

- Novel experiences stick in our minds longer than familiar ones
- If we are surprised with something positive, we'll have more intense feelings of happiness or joy
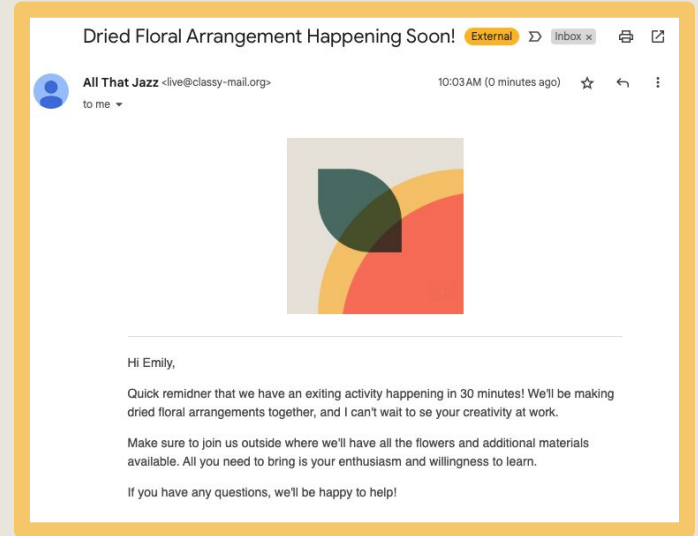- What can you leave off the itinerary or agenda?
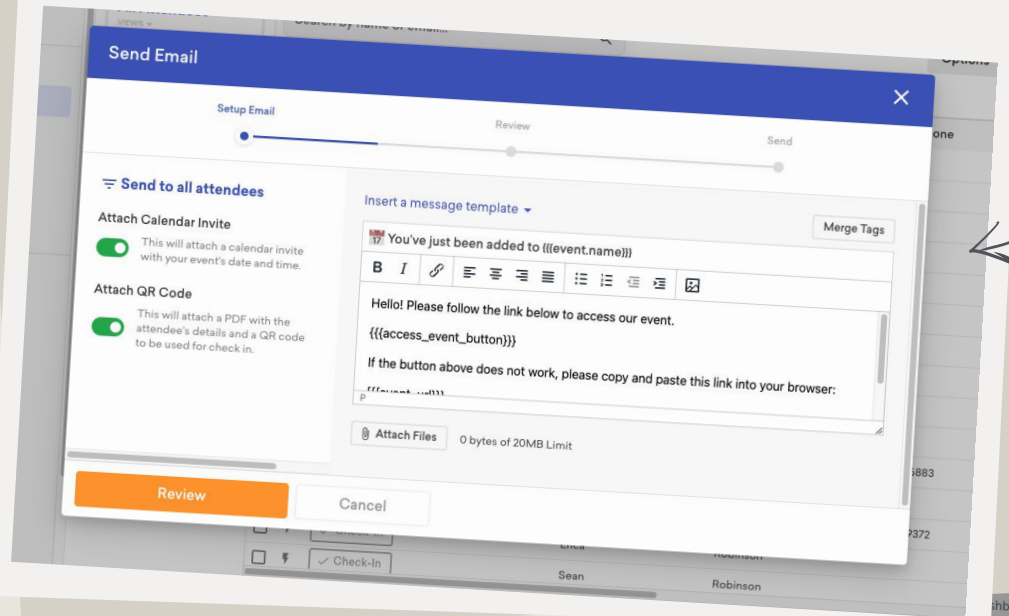
Communication

- How will you actively communicate with your attendees during your event to drive engagement?
  - Email
  - Texts
  - Alerts
- What will that message or content be?
  - Reminder of upcoming programs
  - Highlight key moments
  - Recaps

Dried Floral Arrangement Happening Soon! External ∑ Inbox ×

All That Jazz <live@classy-mail.org>   10:03 AM (0 minutes ago)
to me ▾

Hi Emily,

Quick remidner that we have an exiting activity happening in 30 minutes! We'll be making dried floral arrangements together, and I can't wait to se your creativity at work.

Make sure to join us outside where we'll have all the flowers and additional materials available. All you need to bring is your enthusiasm and willingness to learn.

If you have any questions, we'll be happy to help!

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Tools to Use: Custom Messages | Email | SMS | Alerts

Classy Live

- Send emails, text messages, virtual venue alerts
- Attach calendar invites and QR codes
- Segment to specific individuals by ticket type, activity, custom questions
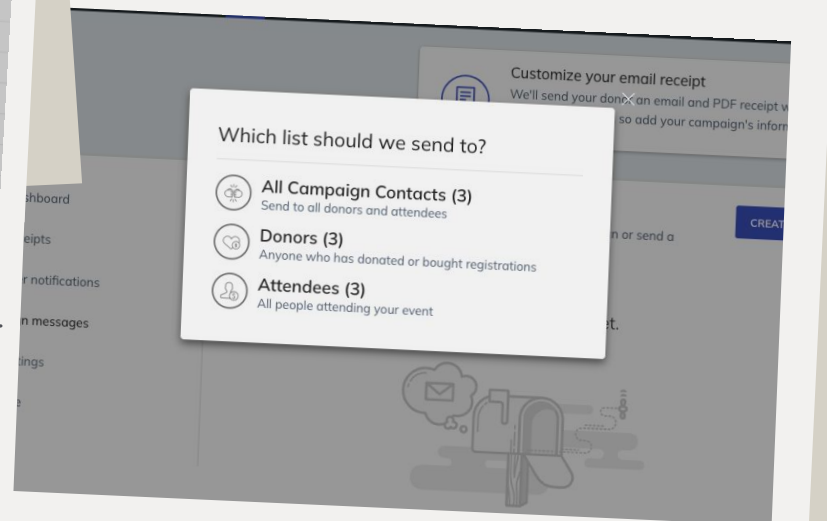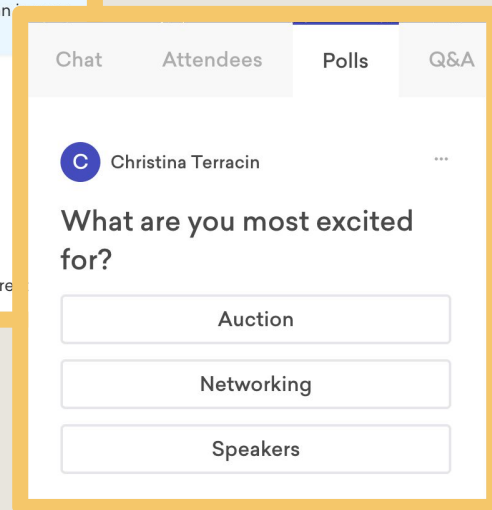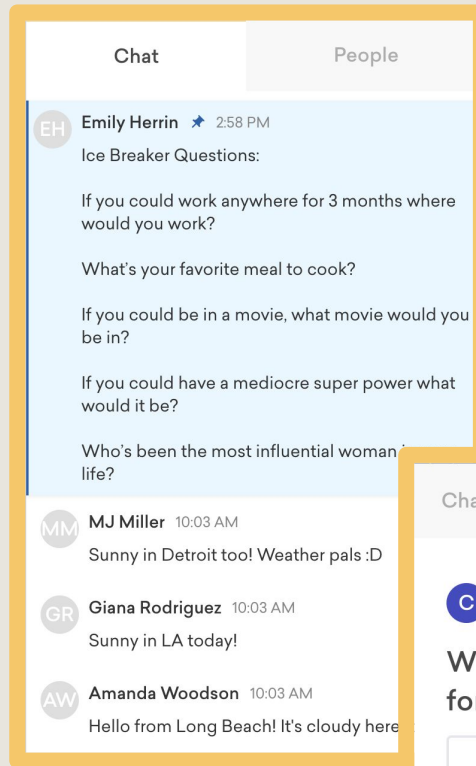- Schedule to send in advance

Classy

- Send one off custom emails to different segments, including attendees
- Helpful if you are running a registration with fundraising event because you can specifically message fundraisers

Virtual Event Software

- Don't just do an in-person event and make it virtual
- Use your software to encourage engagement
  - Multiple Stages
  - Speed Networking
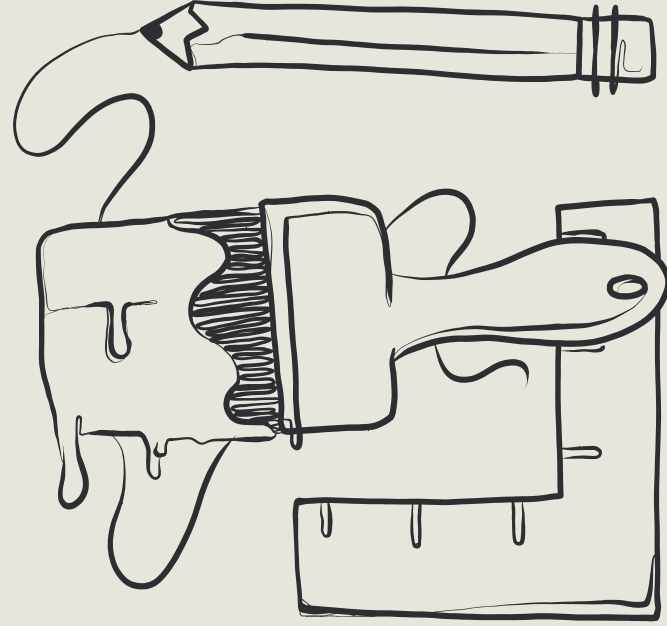 - Breakout Rooms
  - Chat
  - Polls
  - Q&A

Have you noticed I encouraged engagement by prompting people to post in the chat?
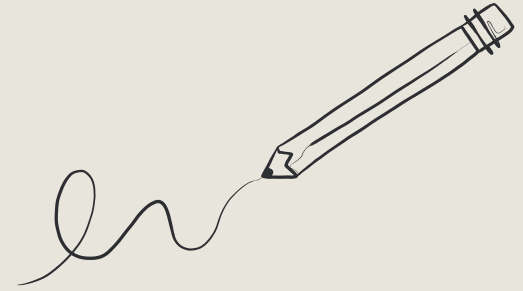
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| Chat | People |

EH **Emily Herrin** 📌 2:58 PM

Ice Breaker Questions:

If you could work anywhere for 3 months where would you work?

What's your favorite meal to cook?

If you could be in a movie, what movie would you be in?

If you could have a mediocre super power what would it be?

Who's been the most influential woman in life?

MM **MJ Miller** 10:03 AM
Sunny in Detroit too! Weather pals :D

GR **Giana Rodriguez** 10:03 AM
Sunny in LA today!

AW **Amanda Woodson** 10:03 AM
Hello from Long Beach! It's cloudy here

| Chat | Attendees | Polls | Q&A |

C **Christina Terracin** ...

What are you most excited for?

Auction

Networking

Speakers

04

Takeaways

Takeaways

- **Get Folk to Your Event → Promotional Engagement**
  - Create a captivating campaign
  - Diversify your marketing strategies
- **Keep People Engaged → Attendee Engagement**
  - Continue engaging with attendees leading up to your event
  - Create a community
- **Make the Event Memorable → Event Experience**
  - Focus on your venue, programming, and connecting with attendees
  - Make your event experience unique and memorable

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Elevate Your Event Season:

A Six-Part Coaching Series

CLASSY COACH
APPROVED

Register Here!

Organizations who attend Coaching Series trainings, raise more on average than those that don't!

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| **Apr 11** | **From Idea to Impact: Event Season on Classy** |

| **Apr 18** | **Workshop: 4 Event Design Essentials** |

| **Apr 25** | **Event Engagement: Best Practices You Need to Know** |

| **May 2** | **10 Revenue Streams to Incorporate Into Your Event Strategy** |

| **May 9** | **Features That Take Your Event to the Next Level** |

| **May 16** | **Event Stewardship: Converting Attendees to Loyal Donors** |

Collaborative

Join us in Philly with fellow nonprofit professionals & social sector experts.

Together with the brightest minds & best fundraisers in the industry, we uncover the ideas that will propel our sector forward & unlock the world's generosity.

Dates

June 7-8, 2023

Location

Philadelphia, Pennsylvania
at The Fillmore

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