



16 Things Every Event Flyer Must Have

By Darlene Lyons

Your event flyer is your “critical communicator” to your prospective attendees. Many event planners often create this flyer at the last minute, almost as an afterthought. After all of the hard work that goes into planning a great event, don’t let your marketing piece cost you your success!

Use these simple guidelines to help you create a winning marketing piece. Try and use as many of the following 16 items as you possibly can.

1. Event Title

This is a very important aspect of your overall marketing campaign. Give it 5 words or less, if at all possible, and make it an “impact benefit statement.” In other words, make the title interesting and benefit-driven. Go inside the mind of your potential attendees. Which title grabs your attention more... “Seventh Annual Trade Show” or “Design Your Business for Profit” ...the answer is clear!

2. The Date

Add the day of the week. Make it easy “at first glance” for folks to make a mental commitment. (Example: Saturday, November 6, 2004)

3. Time of Expected Arrival at the Event

Let attendees know what time you need them there and what happens what they get there. There is nothing worse than 200 people milling around your registration area griping because they arrived early. You should not have a 45-minute “dead time” before your event actually starts. (Example: Registration and Coffee - 8:15 A.M.)

4. Time and Length of Event

Be specific and clear. Also include lunch times (and lunch plans) if possible. (Example: Session: 9 A.M. to 4 P.M.; Lunch 12-1 P.M.; Provided by ABC Title Company)

5. Location Name and Full Address

Even if your attendees are local, be sure to include the full address of your facility (including zip code).

6. Cost

Include all costs and any hidden charges as well. (Example: Cost to attend - \$99.00; Plus a \$10.00 CE processing fee
OR
Sleeping rooms - \$149.00 per night, plus taxes; Plus an \$8.00 per room resort fee, single or double occupancy)

7. Meal Function Descriptions

Again, this is *very* important to the overall satisfaction of your attendees and is just plain kind. (Example: Continental breakfast - 8 A.M. to 9 A.M. or “Lunch on your own”)

Please don’t advertise “continental breakfast” and then serve them stale rolls or donuts and frozen juice. If you are serving donuts and coffee - tell them. You’ll be glad you did.

8. At Least 5 Benefits for Attending

Many event planners spend all of their precious copy space on the date, location, etc. Though that information is critical, the benefits for attending will many times make the difference between moderate attendance and great attendance.

9. A List of Who Should Attend

The more you can speak to your prospects, the better. Here is an example as it applies to the real estate market:

Who should attend this event?

- Experienced agents looking to increase their profit by at least 30 percent in 2005!
- Top producing agents doing over 30 transactions per year who would like to double their production!
- New agents looking for a great “kick start” to their first year in real estate!
- Any agent who knows that modeling their career after someone already successful is working smarter, not harder!
- Managers who want new, creative ideas that work to share with their sales associates

You get the picture here. Speak directly to who you are targeting and you will see a healthy return on your event marketing efforts.

10. How to Register

Tell them clearly how to register quickly and efficiently. More is not always better, so give them 2 or 3 options (i.e. online at www.yourwebaddress.com, by phone, fax, snail mail, etc.

11. Where to Go For Driving Directions

This is often overlooked and will frustrate your front desk as well as your attendees if this information is not easily accessible. If all of your attendees are not local and are coming in from out of town and they have to rent a car, or are not from your immediate area, make sure they can get this information easily.

We always include this information on our registration confirmations and final e-mails to ward off a last minute flurry of inquiries.

Special Note

Attendees usually don't look for this information until the last possible minute. They'll bury your staff and phone lines. We sometimes cheat and put the hotel front desk's number to reduce the burden on our staff.

12. Instructions on What to Do if They Have Questions or Need More Information

Tell them where to call or e-mail if they have a question. Make sure it's answered quickly by someone who is knowledgeable.

13. Program Highlights

People love community spirit, food, recognition and fun! In this part of your marketing piece, include guest speaker bios, session descriptions, special food functions, etc.

14. Previous Attendee Testimonials

Consumers love to hear from someone *just like them*. If you don't have evaluations from your last event, be sure to add them after *this* event so you are armed with great testimonials from this point forward.

15. Sponsor Names

In another article, I tell you how to create winning sponsorships. This is one great way to promote your sponsors and give them a powerful “bang for their buck.”

16. Your Cancellation Policy

I am a true believer in a *firm* cancellation policy. It costs you time and money to process registrations and then cancellations. State what your policy is and stick to it.

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~Written by Darlene Lyons. © 2004

Darlene is President of Broker Agent Speakers Bureau (BASB), the nation's leading real estate speakers' bureau. For more helpful information, visit www.BrokerAgentSpeakers.com. Darlene also owns and operates EzEvents, the #1 real estate event management company in the country. Visit www.EzEvents.net.