

EVENT PROMOTION

Here are a bunch of tips to promote NEM events to help you increase the engagement with your audience and broaden the visibility of your event!

1. Start by leveraging existing networks: [Engineers Canada](#), [Engineers Without Borders](#), [NEM Ontario](#) and founding partners: [PEO](#), [OACETT](#), [OSPE](#). Don't hesitate to reach out to like-missioned organizations to help you promote your event. (bonus! It's also great networking.)
2. Use pictures & videos from previous years. If this is your first year, [stock photos](#) are also totally ok.
3. Use/create social media accounts dedicated to your organization.
4. Use the #NEM2020 hashtag leading up to and during the event. Encourage attendees to use it often!
5. Use tags to target audiences #Engineering #Technology #Ethics #Lifelonglearning #Equity #Diversity #Inclusion
6. Engage audiences before, during and after the event.
7. Have a dedicated social media person on event day who will post content, engage with replies or comments, answer questions and generate excitement.
8. Dedicate time to pre-event engagement. Share what people are excited about in sneak peaks and teasers!
9. Don't feel pressured to be amazing on every platform, choose one or two to focus on.
10. Consider creating an [event promo video](#).

Blog posts

Whether you have a blog of your own or are a guest post, a blog can be a great place to generate excitement for your event.

- The freedom of long-form communication allows you to craft a compelling narrative.
- Be sure to communicate the purpose of the event and why people should come. Generally aim to answer the 5 W's and how.
- Use quotes from past participants or event-goers, volunteers and organizers.
- [TIPS for creating kick-ass blog posts](#).

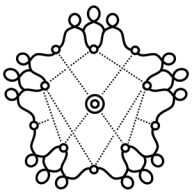
Facebook

Who isn't on Facebook?!

- Create an [event page](#)! Include all the basics: location, who is hosting, time, what to expect, etc.
- Be thoughtful of the header and profile picture - make sure they're high quality and represent the event or organization well.
- Have a short and memorable event name - long titles are cut off on mobile.
- Choose the appropriate event category (conference, meet up, fair etc). Not sure which category your event falls under, [read this!](#)
- Add popular search tags (ie. equity, diversity, inclusion, technology, ethics, lifelong learning, engineering etc).
- Consider [Facebook Ads](#). They can be a helpful way of reaching target audiences.
- Post often and tag people!

Twitter

- If you don't already have an account for your organization, create an account for the event. Include all event details in your bio or pin a Tweet.
- Use geotagging, it works similar to hashtags and allows audiences to see Tweets from a specific location.
- Create a strategy and stick with it. ie; When and how many times are you going to tweet before the event? There's a theory that 12pm-1pm and 5-6pm are prime times. Post during hours your target audience is online.
- Use multimedia, GIF's and polls to engage audiences.
- Create buzz and excitement for challenges and competitions by bringing audiences behind the scenes.
- If you have speakers, encourage them to Tweet their excitement for the event and retweet it.
- [Live Tweet](#) during the event, make sure to capture all the excitement.
- Reply and retweet related Tweets!
- Tweet a thank you and create a [Twitter moment](#) after the event, capture other users Tweets as well.



EVENT PROMOTION

Instagram

- If you don't already have an account, create one for your event/organization.
- Instagram's 'story' feature allows you to share short videos and pictures that build excitement for the event. You may choose to sneak-peek the venue, or provide a behind the scenes to the setup process - get creative! [More info on how to make a pro Insta story.](#)
- The 'story' feature, has a [poll option](#). It's useful for incorporating audience feedback into the planning process and general event engagement.
- People love winning things - [create a contest!](#) One possibility is to host a weekly or daily thought-buster and pick a winner (that likes and comments on posts) through a randomized process.
- Create and share a short, sweet and upbeat [event flyer](#).
- Designate someone to post stories constantly during the event.
- Continue engagement by posting after the event. #ThrowbackTuesday
- Choose some of your best photos to post as an endnote.
- Always caption pictures descriptively.

Snapchat

- Snapchat is a great tool for promoting events spanning multiple days.
- One of the best ways to promote on Snapchat is by creating a geofilter.
- A geofilter is a filter option you create and customize. The filter can be available to anyone within the radius you choose. [Here are some amazing examples.](#)
- Geofilters are useful because they grab the attention of audiences you may not have reached through other means.
- Because they are customizable you can include a hashtag, location and/or event name.
- Creating an account for the event and adding event-goers is a great way to build a relationship with attendees.
- A [geofencing tool](#) allows event goers (or users in a location) to also post their content to your story. This is particularly useful for events with multiple moving parts.
- "Stories" allow pictures/videos of your event to be viewed by users in the area as well as your 'friends'.

Eventbrite

- [Eventbrite provides free promotional tools!](#)
- If admission to your event is free, Eventbrite registration and promotion is also free!
- Create a standout event listing, use exciting images to grab attention. [Eventbrite just changed their event listing design to be more appealing.](#)
- Use tags in Eventbrite too!
- Send email invitations through Eventbrite - is there a local politician, influencer, artist or cool Engineer in your area you want to invite directly?
- Use the email feature to thank all attendees after the event and link social media to continue the conversation.