

EVENT PROMOTION IDEAS

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: **NEM Ontario**. Don't hesitate to reach out to like-missioned organizations to help you promote your event.
2. Use pictures & videos from previous years. If this is your first year, stock photos are also totally okay.
3. Use/create social media accounts dedicated to your organization.
4. Use the #NEM[YEAR] (example: #NEM2026) hashtag leading up to and during the event. Encourage attendees to use it often!
5. Use tags to target audiences #Engineering #Technology #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.

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. Consider Facebook Ads. They can be a helpful way of reaching target audiences. Post often and tag people!

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!

LinkedIn

When promoting your NEM event on LinkedIn, the most important first step is defining a single, clear objective. Are you building awareness of engineering's impact, positioning your organization as a thought leader, engaging the community, or driving registrations? Your goal should guide everything from your event format and speakers to your messaging and call to action.

Once your objective is set, design your LinkedIn promotion to clearly answer one question for your audience: why should I attend? Professionals are selective with their time, so your pre-event promotion must highlight a compelling theme, learning opportunity, or benefit that aligns with their interests.

Begin promoting 2–4 weeks in advance, using a mix of organic posts, partner amplification, and—where possible—LinkedIn Event Ads to build momentum. Reinforce confidence with reminders as the event approaches. Strong pre-event promotion doesn't just drive attendance; it also creates positive associations with your group or organization.

View [The Ultimate Guide to Planning Your Event Promotions](#) for more information.

