



## **B2B Web Consultants**

THE CENTRAL BUSINESS CENTRE, 54 CONDUIT STREET, LEICESTER, LE2 0JN

Phone: 07970 680 987 • [www.b2bwebconsultants.co.uk](http://www.b2bwebconsultants.co.uk)

### PROMOTING EVENTS

#### GUIDE FOR CONFERENCE AND FESTIVAL ORGANISERS

If you are organising a conference, seminar, product launch, festival or exhibition, then attendance is mission critical. You put a lot of hard work and effort into organising your event and you feel really good if plenty of people turn up to it.

Too often, events are well organised, having prestigious and interesting speakers, a good programme of activities and yet attendance is poor. More often than not, this is due to poor publicity.

#### SO HOW CAN WE MAXIMISE ATTENDANCE?

People can only register for an event if they know it exists. Organisers are often dependent on postal mailing lists. Addresses can get out of date, people move on and organisations disappear. Reliance on postal marketing is always standard but today, the Internet offers an important media for event promotion. Having a web page for your event means that people can find it who might not find their way on to your mailing list.

If you have an online registration system, then delegates can book and pay their fee at any time. They do not need to phone, they don't have to fax, they don't even have to write out a form and get it into the post. It's quick, easy and simple.

Once the delegate has completed a registration online, a lot of things can be automated. The payment goes straight into your bank account. A receipt or invoice can be generated and sent without you having to do anything. The data from the registration can be sent directly into your local database ready for further processing and ready for next year's event.

It saves you – the event administrator – a lot of time and expense. Several hundred people can book, pay, get papers, travel instructions and accommodation reservations without the need for staff to be on the end of a phone.

That speeds things up no end and cuts your costs. It makes sense. Nearly everyone these days has access to the Internet: at work, at home, through libraries and Internet Cafes, colleges, schools online computers are everywhere.

#### SO HOW CAN WE TAKE ADVANTAGE OF THE INTERNET?

B2B Web's Event Consultants have a long track record in Event Management. They also have a lot of experience in marketing and promotion both using traditional and new media. Our packages are tailor made for event management. We can work with organisers to streamline and automate nearly the whole of the event administration procedure.

The online service opens up many new facilities, expanding the output of your event and achieving enhanced results and outcomes. A conference that attracts a bigger audience and costs less to deliver is what every event manager wants.

Call us today: we are happy to discuss your requirements without obligation.

Call Trevor on 07970 680 987