



Marketing Your Multi-Chapter Event

Six Months Before Event

General Outreach

- Lock in as many details as you can well in advance. Event name, venue, keynote speakers, dates and price.
- Contact EO Global to add your event to the learning calendar. Coordinate your dates so that your event is accessible to more members.
- Determine your online strategy for your event. Plan to launch a micro-site, use a third party registration engine, or work with the event module on EOaccess.
- Make sure to enlist other chapters' support early in your planning, and get your CDs, RDs, and LDs on board so that the Regional Council can promote it.

Social Media

- Facebook - Create an "Event" on Facebook. Provide links for registration and ticket purchase. Be sure to develop short boilerplate content so that your event can easily be shared.
- LinkedIn - Reach out to professional connections to enlist their support for your event. LinkedIn can be a great way to find speakers, vendors and sponsors.
- Twitter - Create some early buzz around your event with a unique hashtag.

Three Months Before Event

General Outreach

- Push your event announcement to local and regional media outlets. Build buzz and watch the sponsors roll in.
- With registration open, reach out to EO members through EOupdate and Leadership News.
- Promote your event in an issue of Octane.
- Share your boilerplate paragraph with EO Global staff for wide distribution on officer calls worldwide.

Social Media

- Get other chapters involved in promoting your event on their pages.
- Begin posting regular, weekly updates on your own social media accounts.
- Thank sponsors in advance on Twitter.

One Month Before Event

General Outreach

- Reach out to local media with teaser stories on your keynote speakers.
- Execute a paid advertisement campaign
- Invite local media to attend.
- Promote your event with a unique video to get those last-minute undecideds to register.

Social Media

- Now is the time to share your most intriguing content.
- Draw people to your event with enticing language. You can now post several times a week, even every day.
- Don't forget to use your hashtags, and be sure to post photos or graphics on Facebook for better exposure.