

## Identifying your Ideal Event Attendee

Hello! If you are going to be running an event, it is crucial to have a deep understanding of your target audience in order to create successful events that meet their **needs and expectations**. Knowing your ideal attendee can help you design your event to meet their specific needs, craft compelling marketing messages that resonate with them, and ensure that your event meets its goals and objectives. By completing this worksheet, you will gain a deeper understanding of who your ideal attendee is and how to effectively engage them. This will enable you to create more meaningful and impactful events that drive better outcomes for both you and your attendees. So, let's get started on identifying your ideal event attendee and taking your events to the next level!

What is the purpose of your event?	
Who will most benefit from attending your event?	
What location will attendees be based in?	
Do you want to attract individuals, families or businesses to your event? What provisions might you need to make at your event on that basis?	
What level of education will your attendees have and how can you adapt your content and marketing to be as accessible as possible?	

<p>What social media platforms will your ideal event attendee use (list all that apply)?</p>	<p>See note 1 below</p>
<p>What do you think your ideal event attendee will want to achieve by coming to your event? THIS IS THE MOST IMPORTANT, PUT YOURSELF IN THEIR SHOES</p>	<p>See note 2 below</p>
<p>Where do your ideal event attendees already get their information from (relating to your event), list all that apply?</p>	<p>See note 3 below</p>
<p>What objections might your ideal event attendee have to attending your event and how can you overcome those objections?</p>	<p>See note 4 below</p>
<p>What challenges do you think your ideal event attendees have in relation to your event topic? How will you address these to give them the best experience possible?</p>	<p>See note 5 below</p>

Notes:

- 1) It's important to know this, as once you have created your event registration pages, you'll need to use these social media platforms to promote your event
- 2) The answers you put here will form your marketing messaging
- 3) Include which books, magazines, blogs, websites, podcasts, newspapers, conferences, key influencers on social media, etc
- 4) This could include lack of time, they might not have trust in the presenter, it's at the wrong time of day, they don't know anyone who will be going, etc
- 5) For example, if it's for a business network event, the challenges that they may have is that they need to get more customers, or save operational costs. If it's a fostering event, it could be that they want to understand the impact of fostering on their own children that already live in their house, if it's an event to improve digital skills, it could be that they are overwhelmed by technology. Think of **ALL** of the challenges that your ideal attendee has in relation to your event, as you'll need to cover off these during your event presentations.



Don't let your event go unnoticed!

If you're looking to create a buzz around your upcoming event and attract the right attendees, give us a call today on 01245 791969.

Our team of experts is here to support you with all your event promotion needs, from creating compelling event pages to crafting effective marketing messages that resonate with your target audience. With our proven strategies and tailored support, you can take your event to the next level and achieve your desired outcomes.

So why wait? Call us now to learn more about how we can help you promote your event and make it a success!

PS, you can access an online version of this form:

