



Event Management Basics

Conceptualisation

Why

And lastly to help complete your marketing plan and key messages, it's great to delve into the why.

It's such a simple three letter word and the answers can make the difference between a successful and mediocre campaign to drive attendance, registrations, positive RSVPs and most importantly, if answered correctly and integrated into your campaign, your marketing transitions from another email in the inbox to something that must be read.

By answering or addressing a why in your marketing, your messages become more targeted, more valuable and on point.

Some of the whys that are great to ask include:

- Why would someone be excited to attend?
- Why is the event/content/message relevant to them?
- Why is attending this event a valuable return on their time and investment?
- Why is this event different/better than another similar event?