

EXCLUSIVE FREE GUIDE

TOP TIME SAVING TIPS FOR EVENT MARKETERS

BECAUSE IF YOU CAN GET BETTER RESULTS IN LESS TIME, THAT'S A WIN-WIN RIGHT?



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THE QUICK READ GUIDE THAT HELPS EVENT MARKETERS DRIVE EFFICIENCIES AND CLAW BACK VITAL HOURS FROM LOW VALUE TASKS TO **DO KICK ASS MARKETING**

One of the most common things we hear when trying to transform the marketing efforts in different events businesses is that the marketers don't have time to test new things, they don't have time to produce decent content or fully engage in conversation on social media. This isn't an excuse; it's a harsh reality for many event marketing teams that with their current workload there just isn't room for more.

That's why we designed this guide, exclusively for people who are considering coming to our **Accelerator Labs workshops**. The idea being you can start work on clearing space in your schedule for implementing new strategies and testing new ideas before you even attend the workshops. Then once you've got a bit of breathing space, you'll be able to use the workshops to design and implement loads of great new marketing ideas.

The guide is broken down into two parts:

- 1. The guiding principles** - Applicable rules to help you become more efficient and kill your big time wasters.
- 2. A list of specific tips** - Defined actions which you can implement right away (if only to give you the head space to implement the guiding principles thoroughly afterwards!).



GUIDING PRINCIPLES FOR TIME SAVING

1. DON'T WASTE YOUR TIME MAKING UP FOR OTHER PEOPLE'S LACK OF EFFORT

- > We all want our events to succeed no matter what. That's what leads event marketers to be in the office until all hours. But success at all costs is not the name of the game here. Not if in doing everything you can, you're actually just covering for someone who can't (or won't).
- > Now, we don't want to start pointing fingers at your colleagues but I bet you can think of at least one person in your events team who doesn't really pull their weight. Whether it's lazy research, not using the database properly or hiding behind "the way things have always been done" to avoid doing anything new, they're storing up their own time and energy and stealing yours to cover the gaps. If you let them.
- > Be brave, push back, challenge them in a polite, professional manner and don't let yourself be pushed into covering for someone else's failings.



GUIDING PRINCIPLES FOR TIME SAVING



2. BEFORE YOU START A TASK, MAKE SURE YOU'RE THE RIGHT PERSON FOR THE JOB

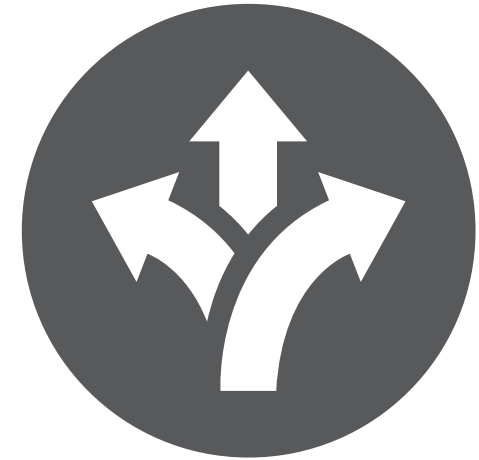
- > Event marketers are natural all-rounders, that's what makes them good at their jobs. But a good generalist often takes on more than they can or should handle because they can do a bit of everything.
- > Got some basic Adobe CS skills? Bet you make tweaks to your own brochure to save on design costs. Thing is, it probably took you 3 times as long to do it as it would have taken the designer and more importantly it's your time, which is a finite resource that your event plan desperately needs to do the strategic stuff that only you can do.



GUIDING PRINCIPLES FOR TIME SAVING

3. OUTSOURCE WHERE YOU ADD NO VALUE

- > As event marketers, we often look to outsource the big stuff (like design) or to cover a skill gap (like content creation) but we don't automatically think to try and outsource low value, repetitive, manual and other time sucking activities that would free up a heap of hours for us to be doing all the good stuff, running tests, analysing, reinvesting etc.
- > How many of you upload your own social media posts one by one on the day they're due rather than authoring them and then getting someone else to bulk upload and schedule them? What about dropping content into email templates? Logging invoices? If you think about it there are hundreds of little things that literally anyone could do, that you could outsource very cheaply and free up your time to do more important things.



GUIDING PRINCIPLES FOR TIME SAVING



4. DO IT BECAUSE IT WORKS, NOT BECAUSE YOU'VE ALWAYS DONE IT

- > I'm prepared to bet that between 30% and 50% of your marketing doesn't work properly, or at all. Further to that, it's not the first time it's happened, or the second. There are certain core staples that are "expected" in a marketing plan, primarily email blasts, brochures and media partnerships.
- > However, if these elements are made compulsory and just included to "check the box" without a good degree of thought going in, likelihood is they'll not work. It may take time to change the mentality in your organisation and get stakeholders to let go of the "safety net" of traditional event marketing. But that doesn't mean you can't innovate in the traditional channels in the meantime. Whatever goes into your campaign, you should be confident it'll work otherwise it's a waste of your time.



GUIDING PRINCIPLES FOR TIME SAVING

5. OWN YOUR TIME, KEEP OFFICE LIFE AT ARM'S LENGTH

- > Sure, we all like to trade a few tales whilst making a cuppa. And cc'ing anyone who might care on an email seems to be standard practice nowadays. But you have to be conscious of how much time is wasted working in a conventional office environment.
- > We're not saying that you pretend to be a deaf mute and ignore everyone, but when you find yourself standing at the water cooler for 20 minutes at a stretch, or reaching lunchtime without having achieved anything beyond clearing your inbox, you know you have a problem. After all, would you really choose reading irrelevant work email over a few minutes more in bed? Or office gossip over quality time with your friends and family?



Now that you understand the guiding principles behind good time management, let's get down to brass tacks and start clearing some space in your calendar for great thinking, great marketing and that holy grail of a work/life balance!



22 TIME SAVING TIPS FOR EVENT MARKETERS

- 1.** Use a social media tool such as HootSuite to schedule your planned social media posts. Double the impact by having someone else upload them.
- 2.** Create a “best of” content collection blog post from yours and your partners’ content, they take 1/5 of the time to create than a regular blog post.
- 3.** Review your meeting attendance. If there’s anything in your calendar that you attend regularly as a “nice to have” attendee, skip it. If there are any meetings just to distribute information, ask that they be made into emails instead. Meetings should involve you contributing to discussion and decision making. If they don’t, lose them.



4. Post the same content to social networks multiple times over your campaign, phrased slightly differently. It is highly unlikely that even your most engaged followers remember and click through on every post.

5. Have a set social media half hour where that is your sole focus, then shelve it rather than dipping in and out throughout the day and letting it derail your other activities.

6. Use the multiplier technique on your content, produce one really good piece and spin a bunch of other pieces off that main piece.



7. Create a content calendar at the start of your event campaign, with all your key dates, a content outline for each piece, SEO keywords, creators and deadlines. This allows you to set expectations with other contributors to your content and means you don't waste time trying to think up this week's blog post topic.

8. Maintain control of the strategy, but consider outsourcing some of the manual work in your content, social media, SEO and PR efforts.

9. Template everything. Not just your emails, but your landing pages, content pieces, social posts, website, brochures, it's much faster if you start with the same basic layout and then add/change elements to customise than start from scratch. And provided your template doesn't suck, your customers won't mind.



10. Check your email at the start, middle and end of every day. Otherwise keep it closed, no peeking! If it's that important they'll call you or turn up at your desk.

11. Automate and template non-revenue generating emails. Often marketers get stuck sending customer service and sponsor communications because they manage the email platform. Make this process as streamlined as possible and if possible have an intern or marketing assistant handle it.

12. Kill two birds with one stone. Gather insights for your next content piece at the same time as engaging influencers on social media.



13. Enable people to sign up for your communications or event using their social media profile. You'll have to chase them a whole lot less if the sign up process doesn't involve typing out their details.

14. Curated content from your speakers, partners and industry thought leaders makes a quick and easy social or blog post, compared with trying to come up with something noteworthy to say on your own.

15. Try standing meetings, or if there are just 2-3 of you, walking meetings. You'll feel a little silly to start with but it cuts down on meeting times and increases productivity like nothing else.



16. Analyse every marketing plan, every week. Take something out for everything you put in. If more than one thing sucks, don't be afraid to cut more and try new things instead. If the answer to "will it work?" is "maybe" that's still a tonne better than "no".

17. Have a few tweetable statements in each content piece that you can use for your own posts and have people easily share. Put the quotes into a set design template to get a second use out of them with minimal extra effort.

18. Try time boxing – allocate a set short period to achieve each task, block it off in your calendar, then when the time comes attack it to the exclusion of all else for that period. You'll probably finish, but even if not, stop and add another time box at a later date to complete to maintain your focus.



19. Bone up on your keyboard shortcuts, every second counts.

20. Be a lean, mean, reporting machine and avoid drowning in your marketing reports. Stick to the things that really matter to your event.

21. Run an event before? Repurpose the best performing content and use that as the basis for some fresh content.

22. Learn to say no. You can't do everything for everyone, so let's practice right now. Say it at least once a day for the rest of the week.



Of course, there are many more ways you can work more efficiently and we'll endeavour to share as many as we can with you at the **Accelerator Labs, but this should give you a good head start!**



NOW YOU HAVE SOME GREAT TIME SAVING TIPS, ARE YOU READY TO USE YOUR GIFT OF TIME WISELY?

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