

How to improve attendance for future events, after you just had one.

So you just wrapped up your event. Now what?



A successful event planning strategy isn't over when you wave goodbye to your guests. Here are some key steps to use when following up with attendees and improving attendance for your future events:



Provide resourceful follow-up materials if applicable. For example, if you hosted a meditation workshop, consider sending people the recording with a summarized version of the workshop, including links and tools for continued education, and perhaps even providing them with a community to hold each other accountable towards their continued practice.

Create post-event FOMO to incentivize future attendance from those who missed out. Share fun highlights from the event like group photos, and encourage employees to share their positive feedback in company channels and post about it on their social media accounts afterwards. Consider hosting photo contests or gamifying the experience with event hashtags.



Collect feedback after the event through post-event surveys to gauge your participant's satisfaction with the experience and get a read on their future participation levels. Reading and analyzing feedback helps you make more informed, actionable adjustments toward your programming for successful future events. Be sure to share any potential learnings with the broader team and participants and don't forget to thank them for their feedback!

Go the extra mile and send meaningful thank-you notes to those who participated, sharing how their involvement made such an impact and why it's important to the organization. This simple gesture can leave people feeling a sense of commitment to attend your future events.



If possible, **offer an extra incentive to attend** like a goodie bag or meal voucher for their involvement. If the budget limits what you can offer attendees, there are always opportunities to find partners to help subsidize your gift expenses.

Are you ready to make your next event a hit?

Talk to a Confetti expert today to discuss how to elevate your experience and make it the ultimate success!