

# How to Ensure Maximum Attendance for Your Upcoming Event

Ever planned an event and worked hard on it only to have a disappointing amount of people show up? Bummer! We've all been there.

Improving attendance at events is important for several reasons including enhanced engagement, great impact and maximizing resources. However, doing so takes a bit of effort! Improving event attendance requires a combination of strategic planning, effective communication, and enticing incentives.

Here's a comprehensive guideline and checklist to help you boost event attendance:



## Pre-Event Planning:

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### Know your audience:

- Understand the demographics, preferences, and interests of your target audience.
- Tailor the event to meet their needs and preferences.

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### Create compelling content:

- Plan an event or activity that is relevant to your audience.
  - i. Consider doing a [survey](#) with these questions to ensure you're picking out the best experiences.
- Offer something unique or exclusive to attract attendees.
  - i. Consider kit experiences to create maximum impact.
- If you're trying to actively increase attendance, make sure to not skimp out on quality here!
- Consider using beautiful graphics and fun GIFs.

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### Send an initial invitation far in advance:

- Best practices are at least 3 weeks in advance.
- Consider planning out the quarter (or even year).
  - i. Looking for help on this? Take advantage of our free planning workshop.

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### Utilize multiple channels:

- Utilize various communication channels to reach potential attendees such as emails, Slack, text messages, town hall announcements, etc.
- Add it to the company calendar for max visibility.
- Consider creating a fun landing page for RSVPs making it aesthetically pleasing and easy to navigate. If this isn't possible, don't be afraid to use basic tools like your company's regular calendar for scheduling.

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### Get leadership involved:

- Culture is influenced from top to bottom. Have managers and leadership attend the experiences and express the importance of participation.

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### Build anticipation:

- Build anticipation by using easter eggs, teasers, fun facts, countdowns, and sneak peeks to generate interest.
- Examples of easter eggs can be trivia questions or themed ice-breakers related to the upcoming experience.

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### Create a follow-up sequence:

- After the initial announcement and easter eggs, it's best to try to follow up with participants 1-3x prior to the event.
- We suggest utilizing teasers and easter eggs 2 weeks prior to the event and following up 1 week prior to the event. Recap details can be shared 1-2 days prior to the event and a final excitement and reminder the morning of with any important/necessary details.

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### Engage with potential attendees:

- Creating little pre-inside jokes before the event will help boost FOMO for those who are on the fence and encourage the people who have said "Yes" to feel more committed to actually attending.

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### Incentivize attendance:

- Offer incentives to encourage attendance, such as raffling out extra PTO, extending a donation to a certain charity or cause, etc.



While the above list should help you improve your attendance significantly, remember that it is normal and common for there to be an actual drop off from the RSVPs to whoever actually shows up.

Our data shows that usually, **50-75%** of RSVPs show up to the event, with the highest attendance being **80-90%** and lower attendance between **10-25%**.