

HOW TO GET MORE ATTENDEES TO YOUR EVENTS

The checklist

1. "What's in it for me?" –Focus on what your attendees gain from participating

- ☐ I address the participant directly by writing "you"
- ☐ I address the target group's situation and needs
- ☐ I clarify the attendee's benefits in both the headline and the introductory text

2. Create a clear and visually appealing signup page

- ☐ I have used line breaks and/or tables in my event description to make it easier to read
- ☐ I have highlighted essential parts of my text to create reading breaks (such as bold text)
- ☐ I have included one or more visual elements (such as colors or images)
- ☐ I avoid collecting more information about my participants than necessary

3. End your event description with the attendees' benefits

Suggestions for drawing up the benefits

- When you leave this meeting, you will [describe the benefits from participating].
- You will leave this event with [describe the benefits from participating].
- What you take home is [describe the benefits from participating]
- **You get to take home:**
[Describe what knowledge and tools your participants get to take home]
- **Among the benefits you will experience from the event are:**
[Describe the benefits your participants gain. You may use bullet points]
- **After the event, you will know more about:**
[Describe what your participants will learn about]