Events & Promotions Planner for Mobile Lock Screen Messaging

Use this handy worksheet to determine the best practices for sending messages and updates to your attendees.

Messaging is one of the most valuable opportunities you have with mobile marketing, but it's also critical not to "spam" attendees or send too many messages that aren't going to be considered useful.

Let's look at your event particulars first:

DATE of EVENT   _

TYPE of EVENT   _

EXPECTED # Guests   _

If your event is a trade show or conference with multiple tracks, you may want to consider issuing different tickets or passes based on the separation. For instance, if you have a marketing track and a developer track, it's not likely that these two groups will be getting the same updates during the entire event.

It's as simple to update two tickets/passes with the same information as it is to update a single ticket or pass; it's impossible to discern which group should get what update if you have not sorted them at the time when your tickets or passes are initially created.

Will you have multiple tracks or groups?   _ _ _ _ _ _ _ _ _ _

If so, how many different groupings?   _ _ _ _ _ _ _ _ _ _

Will your speakers have passes?   _ _ _ _ _ _ _ _ _ _

This is another important logistics situation to consider when you are planning your event. If you are going to have speakers or entertainers, do you need to be able to communicate changes to venue or schedule to them quickly and effectively? There's generally nothing worse than to have a speaker who has not been notified that the time or place they're advertised to be speaking has been changed.

It's simple to add another subset of tickets/passes/badges to create a grouping for those who are participants and might need to be notified of relevant changes in their presentation. You could add a Click to Call or other tap to engage on the back of the pass in order to get a confirmation from the speakers that they have received and responded to your message.

Now, let's look at the timing for your event:

How many months away?   _ _ _ _ _ _ _ _ _ _

Do you have sponsors?   _ _ _ _ _ _ _ _ _ _

Different sponsor levels or packages?   _ _ _ _ _ _ _ _ _ _

Dedicated sponsors page?   _ _ _ _ _ _ _ _ _ _

Send traffic directly to sponsor site?   _ _ _ _ _ _ _ _ _ _

Multiple sponsors at each level?   _ _ _ _ _ _ _ _ _ _

Here's where you can create a substantial value add for your sponsors, and this should also enable you to sell higher dollar sponsorships, or multiple sponsorships if you have more than one event over the course of the year.

NOTE - we can create nearly any package that works with your scheduling.

It's not only possible, but simple and easy to feature sponsors, rotate featured sponsors into your messaging and updates, and to direct your attendees with simple calls to action that allow them to tap and view your sponsor pages or send the traffic directly to each sponsor if you are set up that way.

Let's address the messages you could send:

Will you add speakers or entertainers?   _ _ _ _ _ _ _ _ _ _

Will you send reminders to attendees?   _ _ _ _ _ _ _ _ _ _

Reminders to speakers?   _ _ _ _ _ _ _ _ _ _

Sponsor messages?   _ _ _ _ _ _ _ _ _ _

Sending any of these messages are simple - they're as easy as filling in a form.   You can probably see from the questions on the worksheet why it's important to decide what groupings are needed when the initial campaign is set up; it's the only way to determine that you're messaging appropriately as needed.

We also suggest that you use a standard ticket or pass for all the groups - meaning that the basic logo/graphic combination are the same (it's easier for your door monitors and security to see that everyone has the right ticket), but select a different background color for each group.

For instance, your basic attendees might be divided into two tracks: technical and marketing. You would also have speakers, sponsors, volunteers, and possibly VIP passes for the event.   Let's say you choose green as the background for the sponsors, red for the VIP guests, blue for the speakers, orange for your volunteers, yellow for the tech track attendees, and purple for the marketing track attendees.

We have successfully implemented this color coded system for numerous event organizers - it's not possible for someone to change the color of their ticket on their own, and it's not possible to replicate the tickets in the wallet outside of our system. It is possible to give multiple passes to a single individual - say you had a volunteer who was also speaking and sponsoring the event.   They would present the highest level pass to security for admittance to secured areas, but they would receive messages for each of the tiers of service they were subscribed to when notifications were sent.

How often should you message?

In the time leading up to your event, we've created a table of best practices messaging:

Greater than 2 weeks	Less than two weeks	Week of event
Weekly message	Every other day	Daily message

This messaging schedule does not include special notices or important messages leading up to your event - for instance, if you add a famous keynote speaker, that likely deserves a special message to all attendees, sponsors, volunteers, etc. If there is a major change in your venue or attendance requirements (such as must be 21 to attend in the case of a party) that could be considered a special notice, and should be a standalone message to your guests.

What about during the event?

Morning	Event Change	Reminder Notification	Next Day Events
Greeting	Immediate	1-3 hours prior	Close of day

During your event, you will want to send a greeting out each day, with any known changes or to focus on a specific part of the event. Changes to venue or scheduling should be sent as soon as the change is known. Many people opt to send a single reminder about after hours parties or gatherings 1-3 hours prior to the event, and sending out a quick note about the following days schedule at the end of the day is considered helpful.

How can you include sponsors in these messages?

Lock screen notifications are short and limited by Apple and Android - think of them as short headlines, similar to tweets or email subject lines, and should be crafted for maximum impact. We provide you with a best practices guide for creating your headlines and text links on the back of your tickets/passes when book your event.

We suggest that you begin including your sponsors with your pre-show messaging, and incorporate your featured sponsors into the lock screen message as well as offering a tap to act link on the back to either a composite sponsors page or a rotating sponsor page. You can also send traffic directly to sponsor websites from the back of the ticket/pass.

A great sample message would look something like this:

- **** New keynote speakers added, courtesy of Sponsor X!

- >>>> Entertainer X at closing part, thanks to Sponsor Z!

- ++++ Check out our platinum sponsor, Company ABC!

Any of these messages would be considered helpful by most attendees, and it offers you the chance to highlight multiple links on the back of the ticket/pass. These can be changed at any time so you have nearly unlimited opportunities to feature sponsors while giving attendees information they can use to make the most of their time at your event.

How can messages be used after the event?

There are a wide variety of options for messaging after an event - you could ask your attendees to tap to fill out a survey, to rate the event, send them links to photo galleries from the event, or drive traffic to other events, sponsors, or promotions you are running.

If you are producing multiple events that have attendee overlap, this is a GREAT way to encourage attendees to register for multiple events, and to make sure they don't miss any of your events.

You could also send thank you messages from top sponsors as the lock screen notifications, and guide your response traffic to any web page, social media page or app of your choice, all from the back of the pass.

We hope this worksheet helps you to determine how you can use mobile to generate more buzz, excitement and ultimately profits from your event. It's impossible to do this with paper tickets, lanyards or badges, but incredibly simple to do when you use mobile ticketing.