

## How to Create Buzz About Your Event



Whether you are planning a big event, like the eWomen Network International Conference and Business Expo, hosting a local community event, or holding an open house for your business, there is an effective filter to help you think through all of the ways to promote your event and your business.

Many business owners will execute a lot of strategies before and during the event, but they forget about what to do after the event is over. So how can you promote your event before, during

and after?

### Here are some examples:

Before your event, you will want to [send out press releases](#), invite your referral partners, and partner with your local Chamber of Commerce. When your Chamber arrives, they will take pictures and place those pictures about your open house in their newsletter, giving you added publicity.

During the event, you want to take pictures or video and share them on social media. Even if you have a home-based business, hold an open house by asking your local Chamber of Commerce to host it at their office or meeting space. Have a gift, give away, or a list of upcoming events they can take with them. Incentivize your guests to return by providing a coupon, compelling offer, or invitation to an upcoming workshop.

Remember, there are things you should do after your event to keep the buzz going. Post the pictures on your social media, thank your guests for attending by [sending a personalized note](#), or take out a thank you advertisement in your local paper.

Multiply your promotions with just one event by using the before, during and after filters to consider all of the ways to create buzz about your event.