

BUMS ON SEATS

IDEAS FOR INCREASING ATTENDANCE AT SAFETY EVENTS

To achieve the purpose of your event, you need 'bums on seats'. By far the biggest problem of poor attendance is the fact that many people were not aware / informed of the purpose of the event, and why they will benefit from attending. The old story of failing to tell people WHAT, WHO, WHEN, WHERE, WHY and HOW.

Below are some ideas to publicize the event with up front PR work to get bums on seats.

- Compile and send out a number of teaser emails along the following lines:
 - Do you know what's up on (insert date of event) at (insert venue? ... To find out be there!
 - Do you know who is (insert the names of some of your speakers)? ... To find out be there! --or-- Mail out photos of your key note speaker with the caption of: Do you know who this is?) to find out be there!
 - Do you know what (insert the topic / theme of the event) is all about? ... To find out be there!
 - Why is it important for YOU not to miss out on (insert the event name and the main reason)? ... To find out more, be there!
 - Do a 'world cup' like count down of 'number of days left to (insert the name of your event)'
 - Send out a notice saying: Only a limited number of places left, so book your place now!
 - Use your imagination to do something that is of particular interest to your audience
- Put up election posters advertising the event on notice boards, in canteens and even on vehicles.



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HOW TO GET BUMS ON SEATS FOR EVENTS

- In the invite:
 - Tell people that the team / section which send the most delegates to the event will each receive a mystery gift.
 - Tell people that to reserve their seat in the VIP section they have to submit their name and confirm their attendance.
 - Tell people: To get your (insert the type of hand-out you are giving away at the event – bag, T-shirt, cap, etc.) you have to be there.
 - Ask for a RSVP by a specific date.
 - WHAT, WHO, WHEN, WHERE, WHY and HOW.
 - Tell people to access a certain web page or facebook site for more detail like a program, directions, or to register.
- Use cell phones to run an SMS message as well.
- Send a target email specifically to the leaders / supervisors to remind them to tell their people WHAT, WHO, WHEN, WHERE, WHY and HOW.
- Hand out numbered flyers at the gate / security turnstiles the day before the event with the promise that a lucky draw with a worthwhile prize will take place – but be there to enter the draw.
- Put up a banner on all the vehicle security booms to advertise the event.



- Use your imagination to do something that will intrigue your audience.

HOW TO GET BUMS ON SEATS FOR EVENTS

- Do an event-specific teaser election poster. (Example below was done for ESKOM GX, showing handout items & slogans that are going to be used at that presentation).

