

Meeting Marketing Calendar Checklist



NOTE: It is recommended that each of these tactics be duplicated on the respective meeting's social media pages (i.e. Facebook, LinkedIn, Twitter, Instagram, etc).

12 Months Out

- Replace old meeting details with upcoming meeting details on website

11 Months Out

- Send a Save the Date mailer to all previous attendees from the last 5 years

10 Months Out

- Send an e-blast of Save the Date to entire email marketing database

9 Months Out

- Create a video of last year's highlights and "what to expect" for upcoming meeting; add video to website

8 Months Out

- Send an e-blast with new video

7 Months Out

- Send an Early Bird Registration mailer to all previous attendees from the last 5 years

6 Months Out

- Send an e-blast with more details regarding early bird registration, credits and hotel room block
- Record short interviews with faculty members to preview his/her meeting lectures with learning objectives

5 Months Out

- Update website with faculty listing and agenda
- Send an e-blast regarding faculty and agenda

4 Months Out

- Update website with exhibitor listing
- Send an eblast with the previously recorded faculty interviews

3 Months Out

- Send an e-blast regarding exhibitors and contests (i.e. giveaways, door prizes, etc.)

2 Months Out

- Send an e-blast details about the destination and things to do in the area

1 Months Out

- Send an e-blast with final registration details and highlights from the entire campaign

Additional Recommended Marketing Investment with PodiatryMeetings.com

3 Month Program Includes:

- (3) months/90 days): Website Calendar of Events Leaderboard Ad
- (3) Newsletter Ads
- (1) Experienced Exhibitor Ad
- (1) Featured Meeting Article/Interview in e-newsletter - schedule in month of your choosing during 3 month package run
- (3) Meeting-specific Facebook announcements – boosted for additional DPM impressions
- Enhanced Calendar of Events listing; include custom information and images

6 Month Program Includes:

- (6 months/120 days): Website Calendar of Events Leaderboard Ad
- (6) Newsletter Ads
- (3) Experienced Exhibitor Ads
- (2) Featured Meeting Article/Interview in e-newsletter - schedule in month of your choosing during 3 month package run
- (6) Meeting-specific Facebook announcements – boosted for additional DPM impressions
- Enhanced Calendar of Events listing; include custom information and images

12 Month Program Includes:

- (12 months/365 days): Website Calendar of Events Leaderboard Ad
- (12) Newsletter Ads
- (6) Experienced Exhibitor Ads
- (3) Featured Meeting Article/Interview in e-newsletter - schedule in month of your choosing during 3 month package run
- (12) Meeting-specific Facebook announcements – boosted for additional DPM impressions
- Enhanced Calendar of Events listing; include custom information and images

CONTACT ANN & SARAH FOR PRICING AND/OR TO ASK ANY QUESTIONS!

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