

the perfect event website

As an event organizer you have one thing that never leaves your mind when planning your event, how can I get the right people to attend and what exactly draws them in?

It all starts with a great looking website.

As the common first touch point with potential and returning attendees, you need an impeccable central location of event information. No longer is your event website the single form of online marketing — you have social media, videos, blogs, sponsors, media websites and more that are talking about your event. That means that your website needs to be the hub that connects them all!

There are three key things that you want your website to be: clear, informative and exciting. Those three factors are important because they can greatly influence a prospective attendee to click that registration button.

Be clear with the messaging: When you start setting up your website think about being clear; clear with your message, benefits, event info, registration and more. When a potential attendee visits your website they're looking to find out more about your event. *Who does this event benefit? Why should they attend?*

event websites should be:

1. Informative
2. Clear
3. Exciting

Where is it being held? When is it? How can they register? That is why all essential event information needs to be front and center. Consider adding a widget to your event website with a call to action to register, location, date, keynote topics and social media icons. This can be a staple on every layer of your event website, so that no matter where they are there is always the option to register or continue the conversation within your event community.

Showcase all important information:

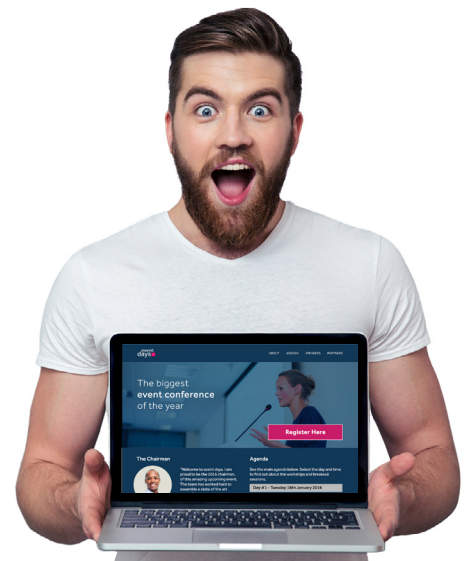
Once you have the event essentials in place, you need to add the supporting pieces that make up the meat of your website that will convert a visitor into a registered attendee. Why would someone want to attend your event over all others?

This is your chance to showcase your keynote speakers, VIP guests and top sponsors.

Displaying logos of some of your more notable attendees and sponsors on your homepage could be the right move to incite someone to register if there is a company present that they want to connect with. Next is your agenda; go into detail on the different tracks, descriptions, takeaways and direct links to the speakers' bios. Consider having one page with all the different sessions and tracks in a list with a short bio, and give attendees the option to read more by opening up a shadow box on the same page.

Make it exciting: The final step to create the perfect event website that will make you have a sell-out event, is to

make it exciting. Sure you have some great names of speakers or the perfect central location, but extra features could help generate some positive emotions before the event. Try and create video interviews with your keynote speakers prior to the event through video calling platforms. If this is an annual event, post a video from your event last year or testimonials of attendees who were attending.



remember to:


1. Be clear with all essential event information on every page of your website
2. Let your attendees know why they should come to your event by having a detail agenda listed, displaying sponsors and attendee logos and showcasing your speakers
3. Have more on your website than just the essential, get creative with supporting content to help convert visitors

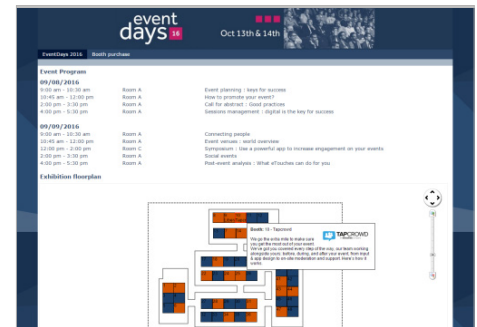
The etouches platform offers everything you need to put together a great event website. Linked to the registration database, you save time when adding information to your event website which allows you to focus on design. Highly customizable, you will love playing around with it!

1. make sure your website is always up-to-date

By adding widgets linked to the other modules, you make sure that the information is updated on your website any time you amend your exhibition floorplan, agenda, hotels or any other information.

- In the website module, go to the website editor
- Click on "add content" in the area you wish to place it
- Select the widget you would like to add; for example your event agenda or your exhibition floorplan
- Set up the widget to display the information you need; this info is tied to the registration module


 **Save time!** Any content you update in the registration module will automatically be updated on your website.

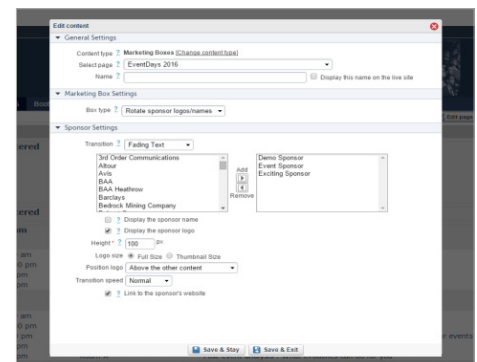


2. use your website to promote your sponsors

You can easily add logos on your website at different places and on any page. A widget is also available to display dynamically all your sponsors logos.

- Add the widget "marketing boxes" to your website and select "rotate sponsor logo/names"
- Set up the widget to display only the exhibitors you want
- Choose if you would just like to show the exhibitor logo or want to add the exhibitor name too
- Allow visitors to go to the exhibitor website when clicking on their logo


 **No need to re-import data!** The exhibitor list and logos are being updated automatically from the registration module.

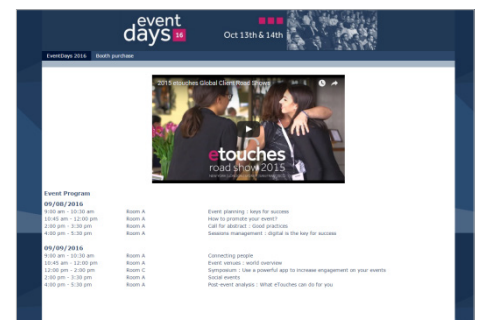


3. measure and analyze the traffic on your event website

With Google Analytics, you can easily measure the traffic on your website. To make it work with your event website, you just need to paste the Google Analytics code in the advanced settings section of website module.

- Place the widget "HTML content" where you would like your video to appear
- Click on the YouTube icon in the top right corner
- Paste your YouTube embed code here
- Hit "save and exit"

 **Don't slow down your website!** Since these videos are not hosted on your website server, any video you add will not impact your website loading time.



Find out more about the website module 