

The Event Communication TIMELINE

Recommendations for scheduling

Advertise

1-2 months
before event



1-2 months is a generic minimum recommendation. E.g. if your event is recurring, the marketing should start right as the previous event ends.

Invite

2 months - 2
weeks before
event



A good invitation contains the important stuff, but nothing extra: What, when, where? Details and additional information will follow, in the registration and the confirmation.

Confirm

instantly



Give your participants peace of mind. By confirming participation right away, you'll give them a feeling of being valued and welcome guests, right off the bat.

Remind

1-2 weeks after
the invitation



Send this reminder to those who haven't reacted to your invitation. "It would be great to see you there!"

Remind

1-2 weeks
before event



Send this reminder to those who have already signed up. "Looking forward to seeing you soon!"

Send SMS

1 day - 1 hour
before event



"The kettle is on, welcome!" This is a good way to put a personal touch on the participant experience and send out last minute reminders and advice.

The Event



It's perfectly OK to be in touch during the event, too.

Send thanks and feedback requests

1 hour - 2 days
after event



It's easier for your participants to rate your event if they still remember exactly how they felt during it. If responses are scarce, don't hesitate to repeat your request for feedback a week or so later.



LYYTI