



Boost Attendance at all your Chamber Events

Are you hearing crickets chirping at your events? No one wants to see all of their hard work (as well as lots of money) spent planning an event wasted by having a very poor turnout. If your chamber recently hosted an event that didn't bring in the crowd you wanted, our guide for boosting event attendance will help you prevent low turnout at future events.

1. Strong Call to Action—Show your members the benefits of what they can enjoy for their money. Don't just tell them to buy tickets or show up to your events. Persuade them by showing them how much bang they are getting for their buck. Your call-to-action needs to emotionally invite your guests so that they naturally visit the registration section.

2. Allowing Guests—Offer members the option to bring guests to expand your reach in the community. No one enjoys going to events alone and sometimes quality food and free drinks are not enough. Guests don't have to include second-cousins or their aunt's best-friend, but they should offer a more enriched experience to your main visitors.

3. Emailing Event Notices—Get on people's calendars as early as you can by sending out event notices. Your members need to be aware of events if you expect them to attend. Use CC-Assist's built-in event notice email to save you time and money on promoting your event. You can even customize your notice however you want and send it out to anyone in your database.

4. Post to Social Media—Advertise your upcoming events over your social media pages to spread the word quickly and easily. CC-Assist allows users the ability to post about events on their Facebook and Twitter page from within their database. Posting events on your social media pages is the most affordable and easiest way to advertise events.

Questions? Request Additional Information?

Contact us today at 972-233-1299 or send us an [email](#).



10 Ways Your Members Can Maximize Their Membership

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5. Follow-up Event Reminders—Everyone has a hectic schedule, so it becomes harder and harder to remember the things we need to. Send your members follow-up reminders about your events to increase the chance they will attend the event. With CC-Assist, you can actually schedule emails sent from the database to automatically reminder members. We recommended sending follow-up reminders 14, 7, 3, and 1 day before the event.

With these tips, you will be increasing attendance at all your events! Contact us at Chamber Data Systems, to learn more about how you can implement these tips into CC-Assist.

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