



# Natalie Dawn Hanson

SPEAKER, AUTHOR, COACH

## Ways to Increase Attendance and Offer Your Women a Chance to Get to Know Me

Dear Event Planner,

I'm so humbly honored and excited to be speaking at your event! I understand how difficult it can be to build attendance for your event. As a little service to you, I'd like to provide you some tips and ideas on how to increase your attendance at your event and offer your women a chance to get to know me—ahead of time—in an effort to build excitement, rapport, and relationship before the event and set the stage for authentic connection and growth.

Increasing awareness of your speaker and her message among your audience helps build momentum for your event and excites women about attending. If you show energy and enthusiasm about the event and the speaker, they will do the same. And if they are excited, they will be sure to invite their friends to join them. What a joy it is to have a well-attended event where women are connecting, growing, and hearing more about God's truths.

Following are some ideas on how to get your audience acquainted with your event speaker:

Design and execute an "Introduction Plan" that can include some of the following strategies:

- Introduce your speaker in church announcements, Bible studies, or a specially planned "Big Reveal" to build momentum for your event.
- Promote the speaker through posters, organization website, weekly bulletins, emails, Facebook, etc.
- Send an invitation postcard to your prospective audience personally inviting them to your event and introducing your speaker with links to more information.
- Highlight the speaker's published work by offering it in your church library, women's book clubs, or Bible studies.
- Utilize social media by sharing the speaker's blog/website on your organization's Facebook page or link it in a personal email.
- Share any videos the speaker may have via social media outlets such as Facebook, Instagram, or YouTube. Perhaps even utilize them in Bible studies as a way to introduce the speaker to your audience.
- Encourage prospective audience to follow the speaker on social media and subscribe to her blog. Most speakers are able to help you build engagement and connection prior to the event, which entices participation.
- Create a challenge that includes prizes. Perhaps attendees would get their names in a special drawing if they follow, like, share, or connect with the speaker prior to the event. Maybe if they watch the intro video your speaker shares specifically for your event, they will get to participate in a special luncheon with the speaker to dive further and build deep relationship.
- Host a contest inviting women to get to know your speaker by checking out her website, social media accounts, learning about her and then asking questions the weeks leading up to the event. For example, what is one thing you and the speaker have in common? For every like and/or comment, the women are entered into a drawing to win great prizes.

In addition, to help build momentum and excitement for your event, I offer a customized, personal video invitation specifically designed for your women. Feel free to use the video in any social media outlets, Bible studies, worship services, etc. You simply need to let me know if you're interested.

Breathe peace,  
Natalie