IEEE COMPUTER SOCIETY

CONFERENCE MARKETING TOOL KIT

A complete conference promotion guide for conference organizers

IEEE COMPUTER SOCIETY

IEEE

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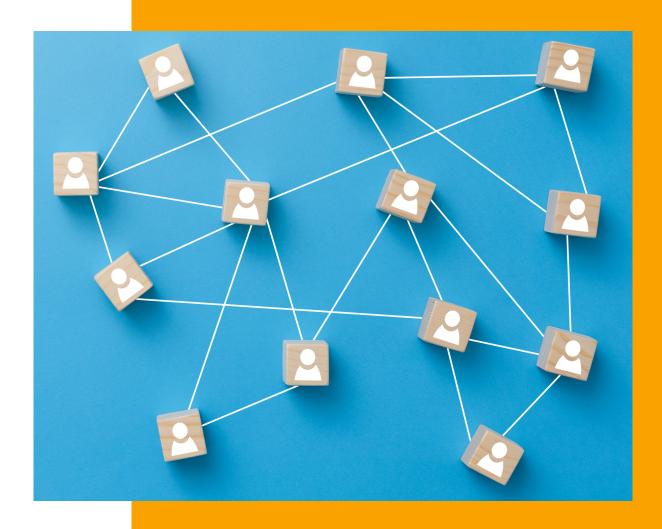*Ideas and resources for promoting your conference*

Overview

Strategically marketing your conference is important to creating a successful event, yet knowing what audience development activities will bring the most impact isn't always clear. To help you and your team expand your conference's reach, we've created this promotional marketing tool kit with efficient and effective ideas and resources specifically designed for conference organizers.

The CS Tool Kit has been developed as a comprehensive package for conference organizers to independently promote their conferences. This kit provides strategies for conference and event promotion, best practices for social media and website content, and numerous templates you can start using today.

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Connect with Your Audience

Optimize your event results by strategically and consistently connecting with your audience. Sending the appropriate messaging to your prospects at the optimum timing will expand your reach, build interest in the event, and strengthen your brand for future events.

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The materials in this guide will cover the three key phases of your event marketing communications: pre-conference, during the conference, and post-conference.

Pre-Conference

Start planning your marketing efforts as you begin planning your event – the sooner the better. Your conference branding and marketing activities need planning just like any other aspect of your conference program. Ideally, start working on your marketing strategies a year ahead of the conference, for best results.

Pre-conference strategies include:

- Email marketing
- Collateral and branding
- Social Media
- Community Outreach
- Website Content

During the Conference

Keep your audience engaged by encouraging participation in networking opportunities, contests, and interaction elements with various components of your event such as:

- Live Q&A's for presentation and keynotes
- Real-time social media
- Event tote bags

Post-Conference

It's important to learn from your experience, and gain the first-hand feedback from your attendees. A final touch point and connection will set the stage for your next event that you would like them to attend. Post-event strategies will include:

- Thank you email
- Post-conference survey
- Provide any free content that was promised

Email Marketing

Email marketing sets the stage and tone of your communications, and is the backbone of your communication efforts. The content creation, messaging, and timing are all important components of this crucial element. Topic examples include calls for papers, registration open, and request approval to a participate:

Send an email from the organizing committee to your past attendees to invite submissions.

Access sample email template

Ask last year's paper reviewers (and authors) to send an email invitation to their contacts inviting them to submit a paper.

Access sample email template

Connect with your past attendees and those who have expressed interest that registration is open.

Access sample email template

Provide a user-friendly email for prospective attendees to request approval from boss to attend.

Access sample email template

Note: Under all circumstances, email activities must comply with IEEE GDPR Guidelines.

Social Media Marketing

An effective social strategy is an essential component to get your conference in front of as many as possible, from the earliest planning stages prior to the conference, during the event, and through its conclusion.

**PRE-CONFERENCE STRATEGIES
FOR SOCIAL MEDIA**

Post the conference news on your personal social media pages and ask committee members to do the same.
When creating a social media post about your conference:

- Include the conference name, date, location, topic, and website URL.
- Highlight important dates and deadlines, such as call for papers, call for participation, and registration open.
- Include new announcements, such as keynote speakers, special panels, and unique events.
- Use current IEEE Computer Society logos, per branding guidelines.
- Include a topical image, if desired. (Access some generic images below.)

Tag the IEEE CS handles on all social media posts, and we will re-post your news. Use the following handles:

- Twitter: @computersociety
- Facebook: @ieeecomputersociety
- LinkedIn: @ieee computer society
- Instagram: @ieee_computer_society

Follow best practice guidelines for social media posts:

- For Facebook and LinkedIn: Provide 500 characters of text, URL, and an image.
- Twitter: Provide 240 characters of text, URL, and an image.

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Social Media Marketing (continued)

Share the announcement on the IEEE CS and IEEE group pages on LinkedIn.
- Sign in to group page(s) and announce conference name, date, location, topic, and website URL.
- Highlight important dates and deadlines, such as calls for papers, calls for participation, and registration open.

Leverage your influencers.
Do any of your committee members or their colleagues have strong social media followings? A supportive post or message from them can go a long way. Reference the conference where applicable.

Ideas for engaging with influencers:
- Reply to their tweets.
- Ask them a relevant question.
- Retweet them, adding a reference to the conference.

Post the Call for Papers on ResearchGate if you have an account.
- ResearchGate.net is a social networking site for scientists and researchers to share papers, ask and answer questions, and find collaborators.

Engage with the social community
- Look for people who have asked questions about your topic on social media channels such as LinkedIn and ResearchGate.
- Partially address their questions and suggest the conference as a great resource on the topic.

SOCIAL STRATEGIES FOR DURING THE CONFERENCE
At the live or virtual event, designate one person (or a team of volunteers) to post live updates and highlights of the event with a focus on live presentations, workshops, panel sessions and keynotes.

Encourage participation from attendees to attend Q&A sessions and integrate with sponsors and exhibitors. They can also post photos of attendees, crowd shots, sound bytes and short videos of your presenters.

IEEE CS Community and Member Outreach

Leverage the IEEE CS community to communicate the announcement of your event.

- Connect with IEEE CS local chapters, sections, affinity groups, and IEEE CS influencers that are aligned with the topical aspects of your event.
- Engage with local universities and students
- Partner with a non-competing topical-related technological event that may be taking place around the same time.

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Website Best Practices

Having a clean design, a professional feel, and important search elements included in your website will make the entire process of planning, marketing and branding your conference a lot easier.

The following are tried and true best practices:

- Use eye-catching graphics and targeted content
- Make it easy for attendees to register
- Keep design clear and efficient to show the most important data points such as event date, calls for papers, and program

- Highlight key messages, including the benefits of attending the event, keynote speakers, testimonials, or a video from a previous event
- Make sure your website is adequately mobile-responsive
- Utilize Search Engine Optimization (SEO) ranking: Your website will appear on search engine results that are relevant to your site. Optimize the website with relevant links, and compelling content to achieve a high SEO ranking. This will increase the amount of visitors to your website, which will lead to more potential attendees to your conference.

Website Best Practices (continued)

TIPS FOR SEO and ACCESSIBILITY

One of the most powerful ways to reach prospective conference attendees is through Search Engine Optimization (SEO.) SEO works to organically make your website visible to researchers, students, and companies searching for conferences in their discipline. SEO also considers the overall needs of your audience (i.e. attendees) and relative ease of finding the information they are looking for once they arrive at your website. Following SEO best practices will additionally address important accessibility requirements, providing an optimum experience for your website visitors across the board.

IEEE Computer Society Branding Resources and Templates

Use new IEEE Computer Society branding.
Please use current high-resolution IEEE Computer Society branding assets for your conference communications. Logos and usage guidelines are available.

Download sample generic image assets.
These generic images may be used in conjunction with your social media posts:
- Call for Papers (.jpg)
- Call for Participation (.jpg)
- Registration Open (.jpg)
- Presenter (.jpg)

Personalize this sample social media image template (.pptx) with information about your conference.

Personalize this sample presenter email image template (.pptx) with information about your conference. This image can be put into presenters' email signatures to promote the conference.

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Marketing Collateral Templates

Interesting and eye-catching marketing collateral is important capture your audience's attention and expand your brand reach. Professional marketing materials will set your event apart from all the others, elevating your event to one your potential attendees will be drawn to.

Consider preparing an event flyer that simply and concisely announces the event date, venue, and key components of your event.
Access 1-Page Flyer template

Expand your event brand reach even further with a visually appealing prospectus for promoting the key elements of your program and offering sponsorship and exhibiting options, as applicable.
Access Prospectus template

Post-Event Survey

To evaluate the effectiveness of your efforts and take lessons learned for the next conference, send a post-event survey to all attendees which also serves to demonstrate you value their insights and feedback. Elements of an effective survey include the following questions:

- What presentations did they value the most?
- What overall part of the event was most valuable?
- What was the highlight of the event?
- What topics were not covered that they would be interested in next time?
- Are they planning to attend the next year's event?

Contact your conference organizer for information about deploying an official IEEE Research post-event survey.

Support for Hosting a Virtual Event

Virtual events present a new set of challenges and opportunities for Computer Society Conference Organizers. Our CS Virtual Event Resource Guide provides information that will help you plan your virtual event effectively, while avoiding mistakes and oversights, by addressing areas that are unique to virtual events.

Access the IEEE Computer Society **Virtual Conference Marketing Guide [here.](#)**

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Need Customized Marketing Support?

If your conference is sponsored by the Computer Society, one of the many benefits is that you can request customized conference marketing support for your event from the experienced Computer Society's marketing team. Two exclusive levels of marketing support are available – **General** and **Enhanced** Conference Marketing Services.

GENERAL CONFERENCE MARKETING SERVICES

General Conference Marketing Services are available for all IEEE CS conferences! Team up with our marketing team to expand your reach and increase visibility for your conference. We're ready to support your conference by providing the following services:

Calls for Papers Promotion

- Create conference Call for Papers page on computer.org
- Post and promote Call for Papers details and deadlines in social media

Event Announcements and Promotion

- Include conference on event list in *ComputingEdge*
- Post blog articles by conference organizers in CS TechNews
- Announce open registration in social media

Click here to complete your request for marketing support today. (Please allow 10-14 business days for most requests.)

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Specialized Marketing Services (continued)

ENHANCED CONFERENCE MARKETING SERVICES

While the IEEE Computer Society provides general marketing support for all conferences, select conferences are eligible for Enhanced Conference Marketing Services which includes specialized results-oriented packages for targeted marketing and sales programs.

As part of a package, committees may choose all or part of the enhanced marketing services we provide.

Enhanced Conference Marketing Services Include:

- Digital marketing campaign—set-up, digital ad design, hosting, execution, and reporting
- Targeted email blast to an appropriate segment of IEEE CS members
- Design services and copywriting—email template, web banners, print ad, conference flyer, and social media imagery
- Website review for suggestions to improve messaging and user experience
- Advertising in CS publications and newsletters

Free up your team to focus on the aspects of your event that require your unique knowledge and technical expertise.

Visit Enhanced Marketing Services to learn more today.

Specialized Marketing Services (continued)

CONFERENCE EXHIBIT SALES AND SPONSORSHIP SUPPORT

As conferences grow, opportunities to generate new revenue to underwrite conference expenses increase. We've developed opportunities and resources for planning, marketing, and selling exhibit space and sponsorship to help increase your bottom line.

Sponsorship Collective

All Computer Society sponsored conferences are invited to join our Sponsorship Collective program and take advantage of the Computer Society's professional sales services and management resources.

Visit Sponsorship Collective to learn more and sign up today.

Enhanced Exhibit Sales and Sponsorship Program

If you're interested in creating highly-customized targeted exhibits and sponsorship revenue for your event, visit our Exhibit Sales and Sponsorship Program to learn more about our wide range of effective opportunities which benefit the experience for exhibitors, sponsors, and advertisers.

Additional Resources

ACCESSIBILITY AND COMPLIANCE FEATURES

The Computer Society team utilizes software and service platforms that are ADA-compliant, including the Cvent registration service, RD Mobile platform for virtual and hybrid events, and conference website pages. Benefits include providing screen reader technologies, improving navigation throughout the websites, as well as using ALT tags for images, videos, and call-to-action buttons.

Here are resources to help confirm if the platforms you use are compliant:
- Check how compliant your conference website is at https://www.accessibilitychecker.org
- Color Contrast Checker
- Cvent.com accessibility

DIVERSITY & INCLUSION RESOURCES

SAFETY CONSIDERATIONS FOR CONFERENCE LOCATIONS

Keeping in mind the intersectionality and diversity of your attendees is an important consideration when selecting the site of your conference. Many resources exist that provide insight into the safety of various countries and territories for multiple groups.

A sampling of resources is listed below for your reference:
- Most Dangerous and Safest Countries Index
- Countries and Territories Global Freedom Scores
- The 50 Worst (& Safest) Countries for Solo Female Travel
- The 203 Worst (& Safest) Countries for LGBTQ+ Travel in 2022

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Our success is your success

We hope you have found this guide useful for your team to more effectively and efficiently manage the event marketing components of your upcoming conference. If you would like additional marketing support, please fill out the marketing request form.

As always, you may contact your assigned Computer Society Conference Planner directly or conferences@computer.org for more information.

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