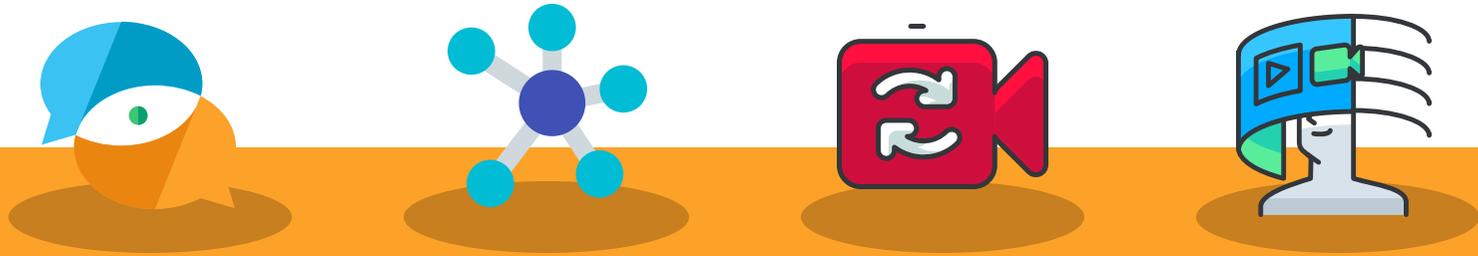


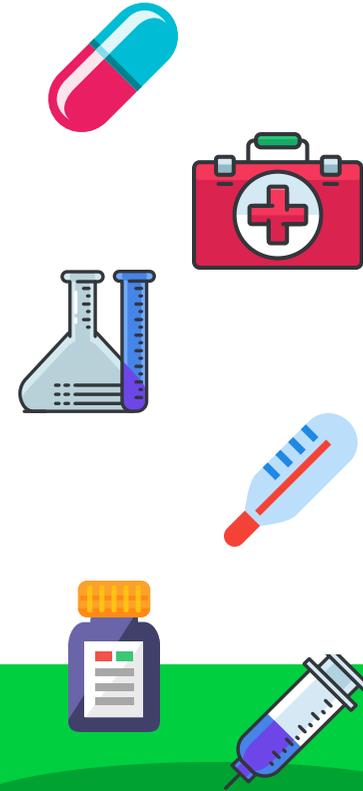
# How do you achieve your event goals when you can't do events?



A guide of easy and immediate actions you can implement in times of contingency.

## COVID-19

It's not the first time that a health crisis affects the marketing actions of companies, especially events; however, you can resort to alternative strategies to achieve your goals. We'd like to share some strategies that you can implement immediately to prevent any setbacks in your marketing efforts.



First, ask yourself:



"**Why** am I doing this event?"

"**What** is the objective of the project?"

"**Who** will this event engage or challenge?"

"**How** will I measure the results?"

# If your goal is **EDUCATION...**



## Create content kits by topic

- Infographics
- Video pills
- Podcasts
- Battle cards
- eBooks
- Video toons



## Leverage private groups on Social Platforms

- Where people can share feedback, interact with others and ask questions



## Questions & Answers.

- Create an instance where people can ask and share questions or comments
- Compile the questions and launch a podcast with speakers that can answer them

# If your goal is **AWARENESS**...



## Keynote media kits

Create media kits for speakers and/or topics that can include:

- Infographics
- Video pills
- Podcasts
- eBooks



## Interview with keynote speakers

- Video pills
- Podcasts
- Quotes for social



## Webinars

- Use webinars as a tool where speakers can do deep dives on specific concepts
- Can be live or on-demand

# If your goal is **NETWORKING...**



## One to A Few

- Schedule group video calls (20')



## One to Many

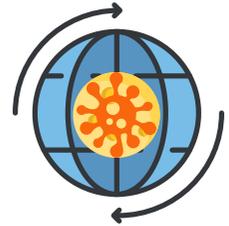
- LinkedIn inMail campaign with customized messages
- Group video calls for the top 20% (+/- depending on the size of the audience)

# Always consider...



Don't despair, as this is not a permanent situation! You can return to your events in the future.

When circumstances like the current COVID-19 coronavirus arise, it's important to remember that you're not to blame. You, as well as the ecosystem around your event (vendors, sponsors, speakers, attendees, etc.), are all facing the same set of issues, so all you can do is make the best of the current conditions with alternative solutions.



Stay close to your audience. They understand (and appreciate) that the situation is out of your hands and that every cancelation or postponement is precisely for their sake.



# Contact us

Hope to receive news from you soon.



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