

CLASSPASS

**BUILDING COMMUNITY
THROUGH EVENTS**



Community

Events build Community

1. Create personal connection and brand loyalty
2. Expand reach and attract new audience
3. Facilitate interaction amongst likeminded guests

A silver pen lies on the left side of a budget spreadsheet. On the right side, there are two stacks of gold coins. The word "Budget" is centered at the top of the page.

Budget

- 1. Can you partner with other businesses?**
- 2. Can you charge your guests?**
- 3. Can you barter?**

You do not need a big budget to run a successful event!

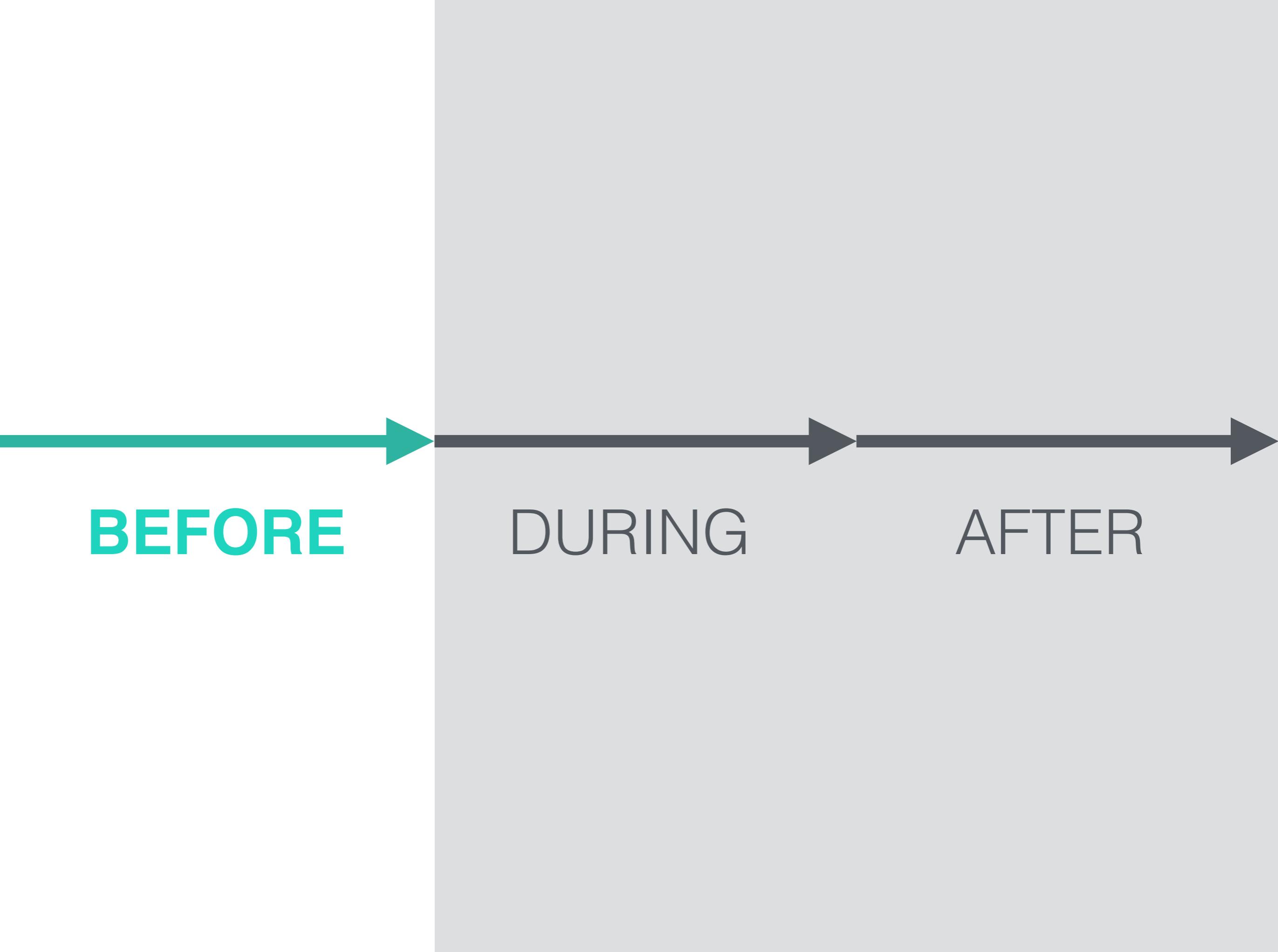
What does success look like?



Defining your Goals

Which community are you trying to engage?

1. Acquisition: attracting ***new clients***
2. Retention: engaging ***existing clients***
3. Partnerships: connecting with ***other businesses***



BEFORE

DURING

AFTER

Before

1. Create a **theme**
2. Select a **venue**
3. Choose **partners**
4. Figure out the **tech**
5. Start **promoting**

Create a Theme

1. Who is your community?
2. Are there any trends you can tap into?
3. Does it tie in with your brand values?

Top Tip: make it unique! This is your chance to get creative and let your brand's personality shine through.

Select a Venue

1. What are you showcasing?

2. Does it resonate with your community?

3. How much space do you need?

Top Tip: check venue for any hidden costs and considerations!

Choose partners

1. Do their goals align with yours?

2. Do you have complimentary audiences?

3. What can they contribute?

Top Tip: *if you're struggling to approach or even identify potential partners, lead with your theme.*

Figure out the tech

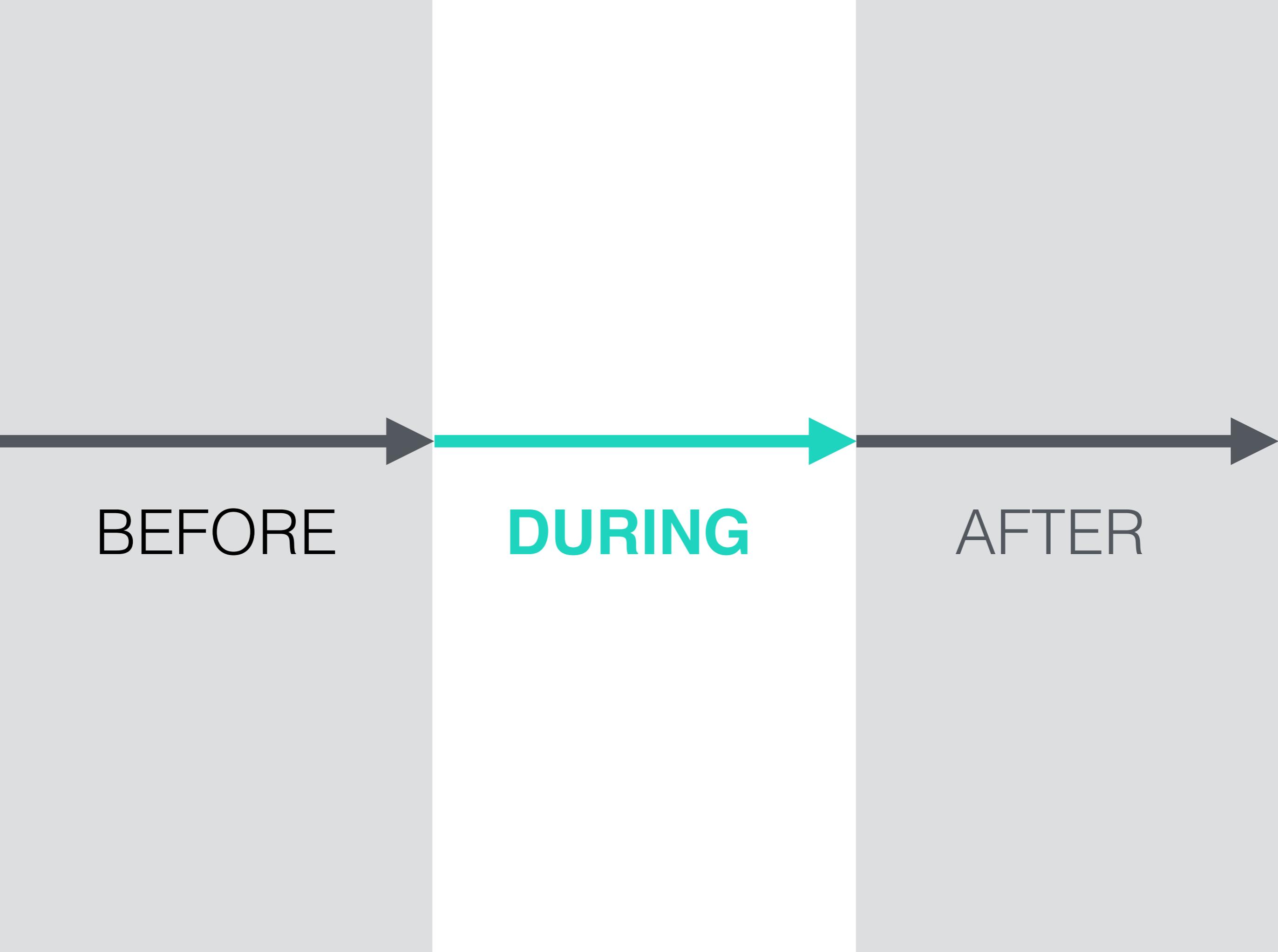
1. Who is the event intended for?
2. Do you need an event page?
3. How will you collect RSVPs and cancellations?
4. Are you capturing emails?
5. Do you have a way of accepting payments?

Top Tip: consider solutions like Eventbrite, Splash and Social Bungy.

Promoting your event

1. Is your event page SEO friendly?
2. Can you leverage partners, PR & influencers?
3. Have you created event-specific collateral?
4. Organic channels? Social, email
5. Paid advertising? FB, Instagram, print

Top Tip: release tickets in batches to create scarcity value and oversell!



BEFORE

DURING

AFTER

During

1. Circulate a **runsheet**
2. **Welcome** and check-in all guests
3. Provide an **orientation**
4. Kick start your **social media**

Runsheet

- Agenda and sequence of events outlined?
- Roles and responsibilities clear?
- Names and contact info of key players?

Top Tip: Leave ample time for bump in / bump out.

Welcome and Check in

- Clear and branded signage for new visitors?
- Is there a welcome / check-in desk at entry?
- Are goody bags and partner products clearly displayed?

Top Tip: don't include sized product in goody bags, display on a table instead.

A large crowd of people at a fitness event, with many individuals raising their arms in the air. The scene is festive, with blue and white star-shaped decorations hanging from the ceiling. The text 'Orientation' is overlaid in white at the top center.

Orientation

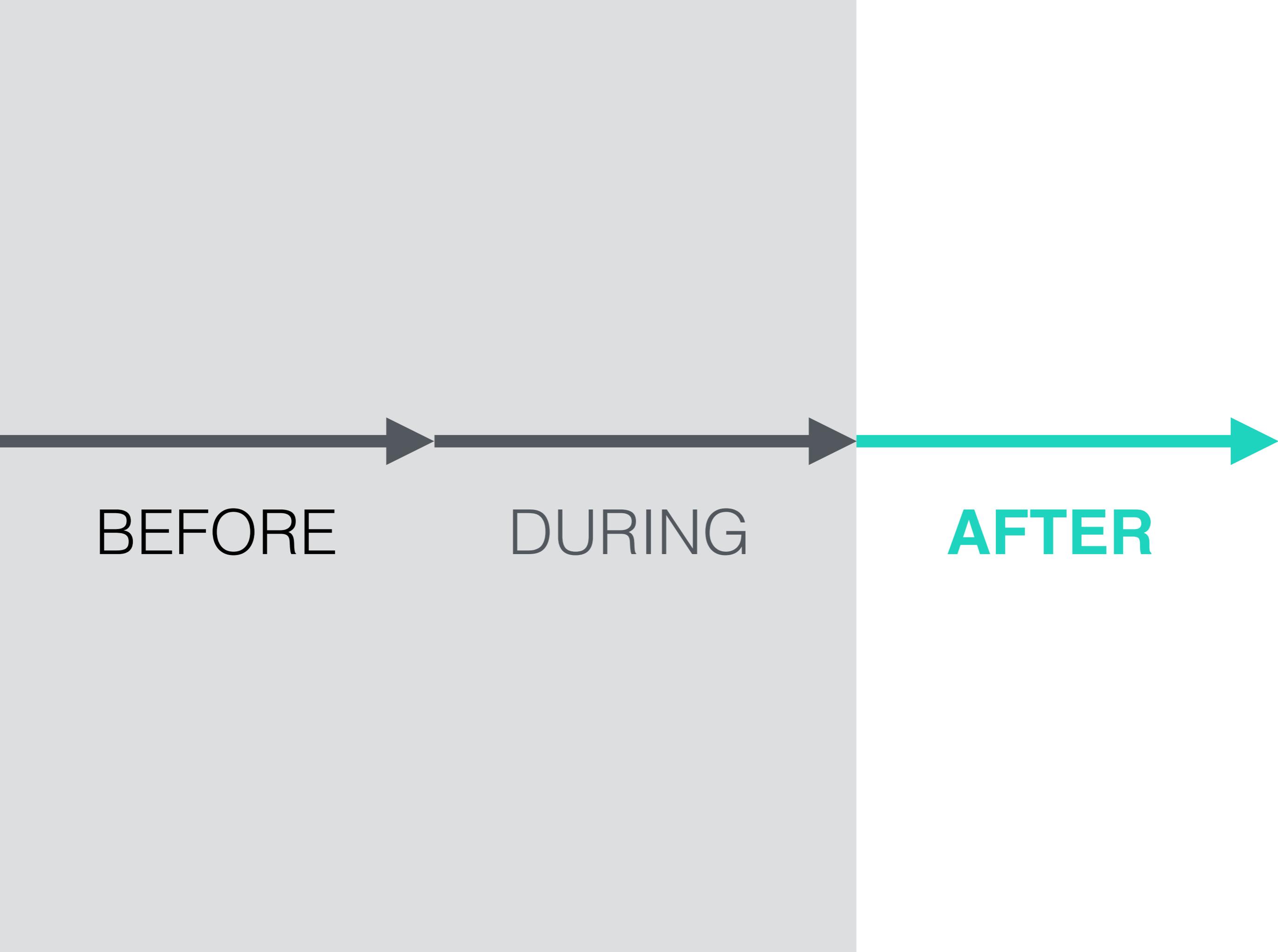
- Have you Introduced yourself and your brand?
- Is the agenda clear?
- Is there a promo or special offer you can highlight?

Top Tip: start building community — include an icebreaker or mention a social media hashtag.

Social Media

- Do you have an event-specific hashtag?
- Have you and your team seeded the content?
- Is there a media wall or other designated photo space you can highlight?

Top Tip: use a prize or award to incentivise posting.



BEFORE

DURING

AFTER

After

1. Follow up with **guests**
2. Survey **partners**
3. Track and share **metrics**

Follow up with Guests

- Ask in-person and survey social media
- Send an NPS survey
- Provide an incentive

Top Tip: consider survey monkey, survey gizmo, typeform or google forms for surveys.

Follow up with Partners

- Would they change anything next time?
- Interest in a strategic partnership?
- Have you created a post-event report?

Top Tip: be proactive! (Even if you think things didn't go great.)

Track Key Metrics

A hand-drawn line graph on a chalkboard. The graph shows a line that trends upwards from the bottom-left to the top-right, with several small peaks and valleys. A large white arrow is drawn over the line, pointing towards the top-right corner. A blue ruler is placed diagonally across the graph, following the general upward trend of the line. A person's hands are visible, one holding the ruler at the bottom left and the other at the top right.

- **Registration vs. attendance rate?**
- **Conversion rate on purchases?**
- **User generated content?**

Top Tip: share learnings with your team!



Get Going!

Questions?