



PIRATE X SKILLS

EVENT MARKETING

JOIN THE CREW ON [PIRATESKILLS.COM](https://pirateskills.com)

PIRATE X SKILLS

BEN SUFIANI

FOUNDER SINCE 2008

HOST OF PIRATE SKILLS

PROUD DADDY



TODAYS JOURNEY

- **CONFERENCES (VICTORIA BLECHMAN)**
- **SECRET EVENTS (TIM BETZIN)**
- **MEETUPS (BEN SUFIANI)**
- **Q&A**

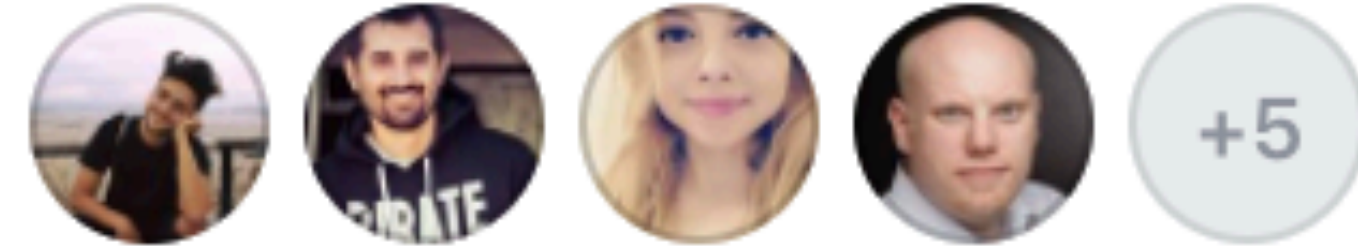
Pirate X Skills



<https://www.facebook.com/pirateskills/videos/877372455767334/>

Pirate X Skills

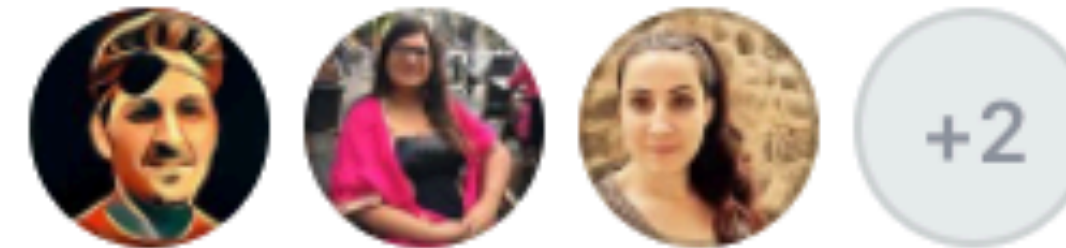
What are the best organic marketing channels for an event?



What is the most relevant platform?
(Facebook, Meetup, Evenbrite, ..)



How do I organize my event marketing?



What are the best paid marketing channels for an event?



Funnel Strategies for offline events



What are the best tools for event marketing?



EVENTS AND ..

ACQUISITION

ACTIVATION

RETENTION

REFERRAL

REVENUE

Pirate X Skills



Pirate X Skills

HOW TO ORGANIZE A CONFERENCE VICTORIA BLECHMAN



PIRATE X SKILLS

HOW TO ORGANIZE A CONFERENCE?

Well, just do it.





511511



KEY PARTNERS

Makitalo

UIC Trade & Engineering

IROKEESI

F-Secure

EVLI

elit

TRANSPLENT

futurice



SPA

USH



PIRATE  **SKILLS**

**BUT WHAT IF YOU
HAVE A BUDGET OF
0 EUROS?**



WHERE TO START

- **TOPIC**

- **DATE**

- **LOCATION**

- **SPEAKERS**

- **SPONSORS**

- **FOOD & DRINKS**

- **GADGETS /**

- GIMMICKS / NAME**

- TAGS**

TOPIC

- USUALLY SOMETHING YOU'RE ALREADY INTO
- YOU KNOW PEOPLE FROM THE SCENE
- THERE ARE PEOPLE WHO ARE INTERESTED IN LEARNING MORE ABOUT IT

DATE

- NOT TOO MANY CONCURRENT EVENTS
- HOW MANY DAYS?
- DURING THE WEEK OR WEEKEND?
- NO HOLIDAYS AROUND

DATE

- NOT TOO MUCH CONCURRENT EVENTS
- HOW MANY DAYS?
- DURING THE WEEK OR WEEKEND?
- NO HOLIDAYS AROUND

LOCATION

- IT DOESN'T HAVE TO BE TOO FANCY
- NOT NECESSARILY THEIR CATERING
- THE SMALLER THE BETTER
- ENOUGH FURNITURE
- FLEXIBLE IN SIZE
- LIGHT / SOUND
- GOOD ACCESSIBILITY / PARKING LOT

P3

gifak.net

SPEED
LIMIT
10
km/h

NO PARKING



SPEAKERS

- WHERE TO LOOK FOR THEM?
 - YOUR OWN NETWORK
 - RESEARCH THROUGHOUT LINEUPS OF SIMILAR CONFERENCES
 - ARTICLES ABOUT THE TOPIC

SPEAKERS

- HOW TO CHOOSE?
 - VIDEOS OF THEM SPEAKING TO AN AUDIENCE
 - RECOMMENDATIONS FROM OTHERS
 - NOT ONLY MEN

SPEAKERS

- HOW TO INVITE?
- LOOK FOR THEIR EMAIL ADDRESS
- WRITE AN EMAIL
- DON'T BE SHY

AGENDA

- **INTRODUCTION**
- **INTRODUCTION ROUND OF THE AUDIENCE**
- **3 HASHTAGS**

AGENDA

- NOT ONLY LECTURES
 - INTERVIEWS
 - PANEL DISCUSSIONS
 - GOOD MODERATOR!
 - LONG PAUSES
- GET-TOGETHER AFTERWARDS

SPONSORS

- WHERE TO LOOK FOR THEM?
 - YOUR OWN NETWORK
 - RESEARCH THROUGHOUT LINEUPS OF SIMILAR CONFERENCES
 - ARTICLES ABOUT THE TOPIC

SPONSORS

- HOW TO CHOOSE?
- CHOOSE WISELY!
- DON'T TAKE ANY SPONSOR - IT SHOULD FIT
- SOME BIG ONES, SOME SMALL ONES

SPONSORS

- HOW TO INVITE?
 - LOOK FOR THEIR EMAIL ADDRESS
 - WRITE AN EMAIL WITH ALL HARD FACTS AND HOW MUCH MONEY YOU NEED
 - DON'T BE SHY

FOOD & DRINKS

- IT'S IMPORTANT TO HAVE ENOUGH FOOD
- DON'T BE TOO FANCY
- TAKE STARTUPS ABOARD!

GADGETS & NAMETAGS

- PEOPLE CAN WRITE THEIR NAMES THEMSELVES
- IT'S ALWAYS NICE TO HAVE A LITTLE PRESENT FOR THE SPEAKERS
- MAYBE EVEN PRESENTS FOR THE AUDIENCE?

TOOLS

- SORTED EMAIL INBOX
- TRELLO
- MAILCHIMP
- EVENTBRITE

PLATFORMS

- RAUSGEGANGEN / WUNDERFEST
- STARTPLATZ
- MEETUP.COM



LEARNINGS

- **TALK TO PEOPLE!**
- **REMEMBER THE PEOPLE YOU'VE MET.**
- **PAY ATTENTION.**
- **STAY IN CONTACT.**
- **DO FAVOURS.**
- **GIVE. GIVE. GIVE. ASK.**
- **DON'T BE SHY.**
- **TALK STRAIGHT.**
- **SAY THANK YOU.**

VICTORIA BLECHMAN

- **VICTORIA.BLECHMAN@GMAIL.COM**
- **LINKEDIN.COM/IN/VICTORIA-BLECHMAN/**
- **TWITTER.COM/VICTORIA_CGN**

PIRATE X SKILLS

SECRET EVENTS & FESTIVALS TIM BETZIN

PIRATE X SKILLS

Timeline

2015

- Rausgegangen

2016

- Salonwagen Sessions
- First Festival
- Wunderfest Alpha
- Crowdfunding

2017

- Secret Concerts
- Second Festival

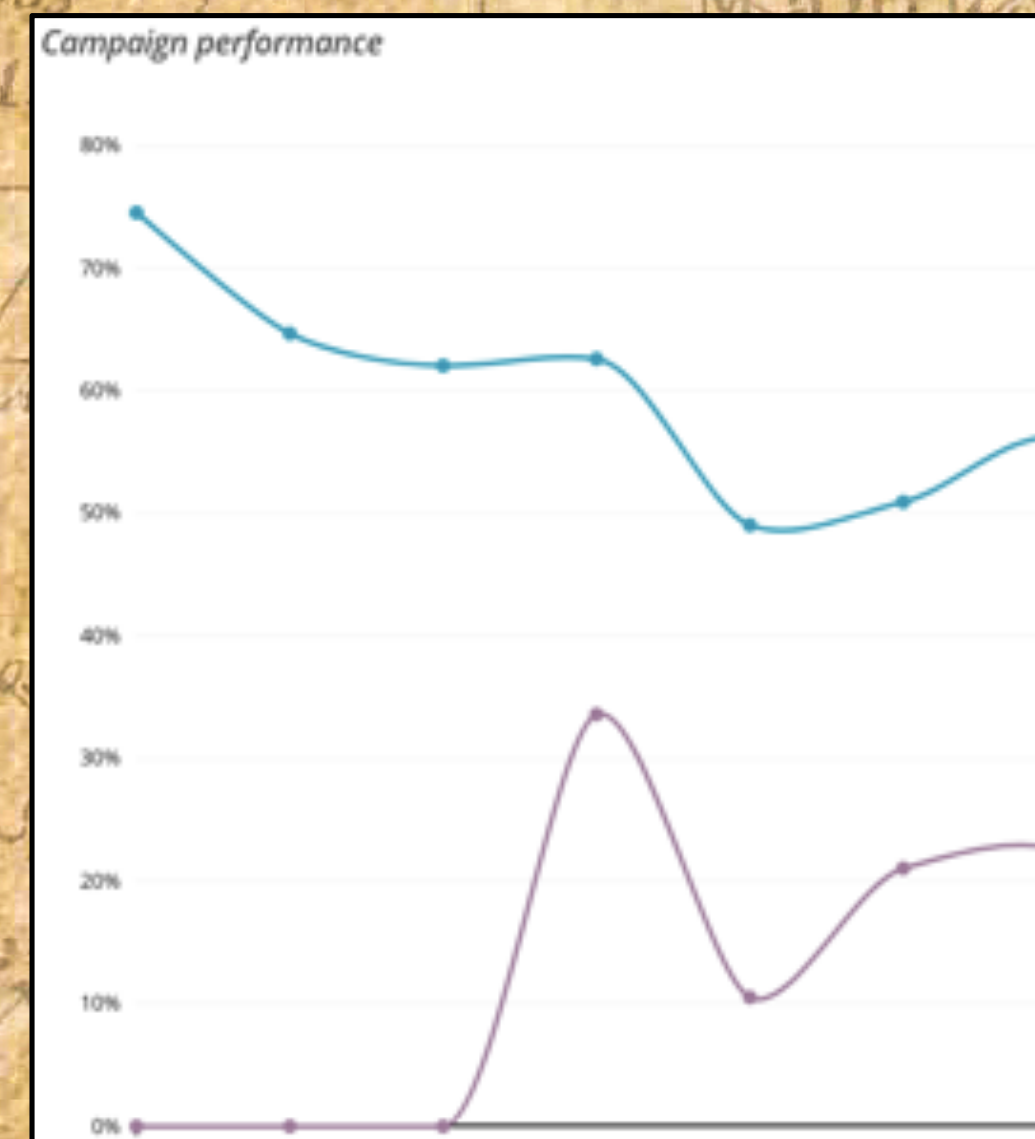


Learnings (ask for it → 25% response rate at Festival)

- Get your own crowd and know how to reach them



- A crowd can be as large as 3 people as long as they are YOUR crowd



Open Rate

ClickRate

Learnings

- Know your **capacity**, who it's for and **when** you can deliver it.
- Don't ask for the sale, ask for the signal
- Release when **oversubscribed** – celebrate the sell out



Learnings

- High quality **delivery** is the best advertising
- Mouth to mouth the cheapest advertising
- treat your clients special
 - People using our app get better conditions
 - secret concerts: drinks are for free, special walk
 - At the festival, they get different gadgets (lamps, graffiti, tattoos etc.)
 - Fomo is the biggest sales driver → No show rate < 5%
 - Optimizing your CLV



Tools we use for events

- Basecamp
- Slack
- Own Ticketing System
 - Push to slack for tickets sales → Motivation
 - CPO Tracking for **Facebook campaigns** → Which target groups are working?
 - Be careful: Only one pixel per account, keep tracking with UTM
 - Collecting data for **retargeting** campaigns
- Zapier or IFTTT
- Google Analytics
 - Where do they come from: Offline and online targeting optimization
- Mailchimp
- Google forms for questionnaires
- Xing and LinkedIn only for business events
- Adwords only if there is search traffic (not the case for new festival)

Thank you

Tim Betzin
Founder & CEO

Phone.: 0176 99083465
E-Mail: tim@rausgegangen.de

Vogelsanger Straße 20
50823 Köln

Looking for great events?
www.rausgegangen.de



PIRATE X SKILLS

MEETUPS BEN SUFIANI

THE PIRATE SKILLS MEETUP MARKETING TEMPLATE

• [HTTP://BIT.LY/PIRATESKILLS-MEETUP-
MARKETING](http://bit.ly/pirateskills-meetup-marketing)

TODAYS JOURNEY

- **CONFERENCES (VICTORIA BLECHMAN)**
- **SECRET EVENTS (TIM BETZIN)**
- **MEETUPS (BEN SUFIANI)**
- **Q&A**

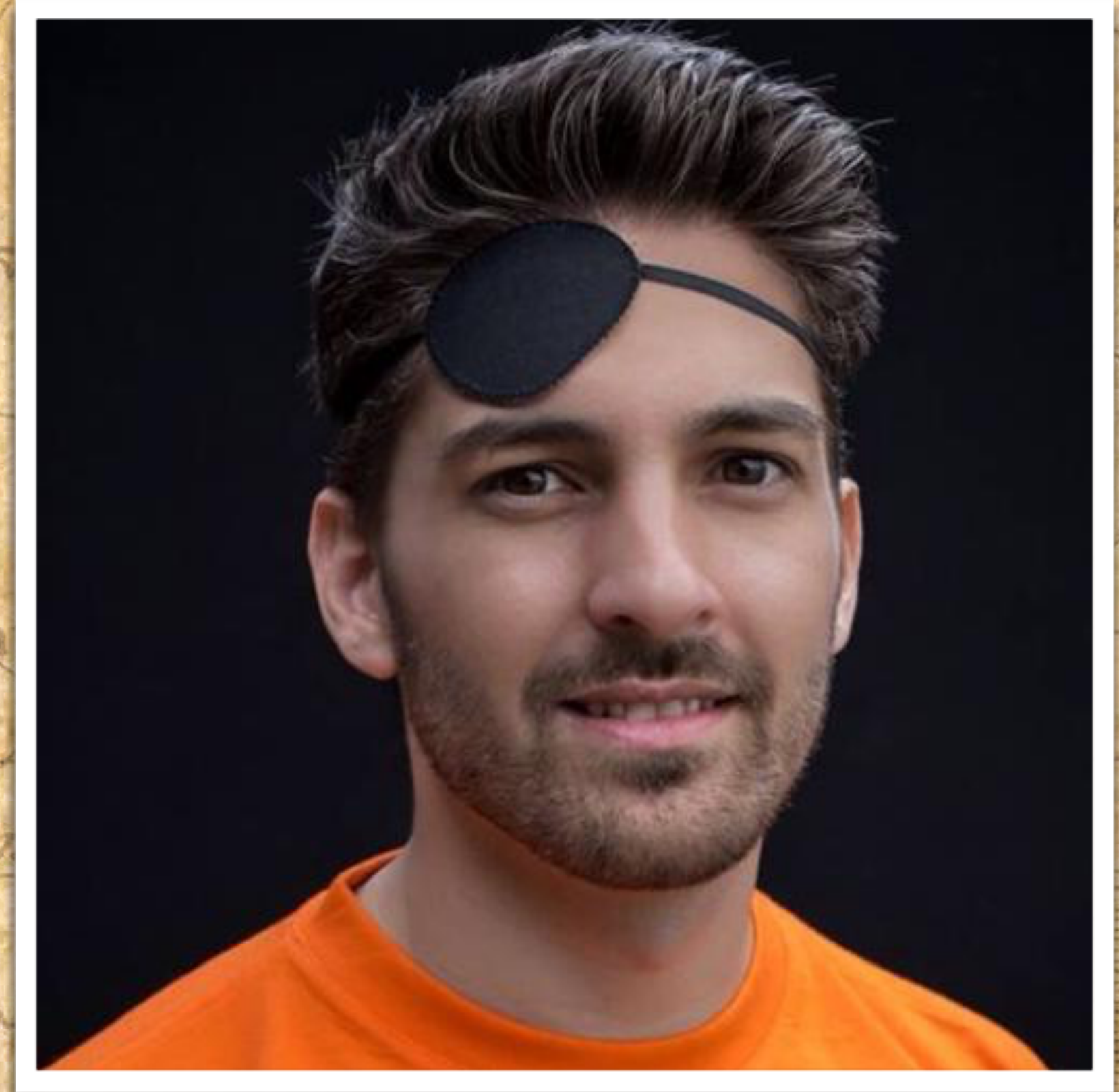
PIRATE X SKILLS

BEN SUFIANI

@BENSUFIANI

+49-176-30543705

BEN@PIRATESKILLS.COM



FEEDBACK & IDEAS

- **HERE & NOW .. LOUD & CLEAR**
- **FEEDBACK BOARD**
- **[BIT.LY/PIRATESKILLSLIVE](https://bit.ly/pirateskillslive)**

PIRATE X SKILLS



<https://www.facebook.com/pirateskills/videos/877372455767334/>



PIRATE X SKILLS

**GROW IN
2018**

JAN 3rd 2018

STARTPLATZ AND FB LIVE

JOIN THE CREW ON PIRATESKILLS.COM