



DAMARA

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### FOUNDER SINCE 2008 HOST OF PIRATE SKILLS

#### PROUD DADDY

Kelebeng 54.

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### SECRET EVENTS (TIM BETZIN) • MEETUPS (BEN SUFIANI) Kelsbeng Da.

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What are the best organic marketing channels for an event?

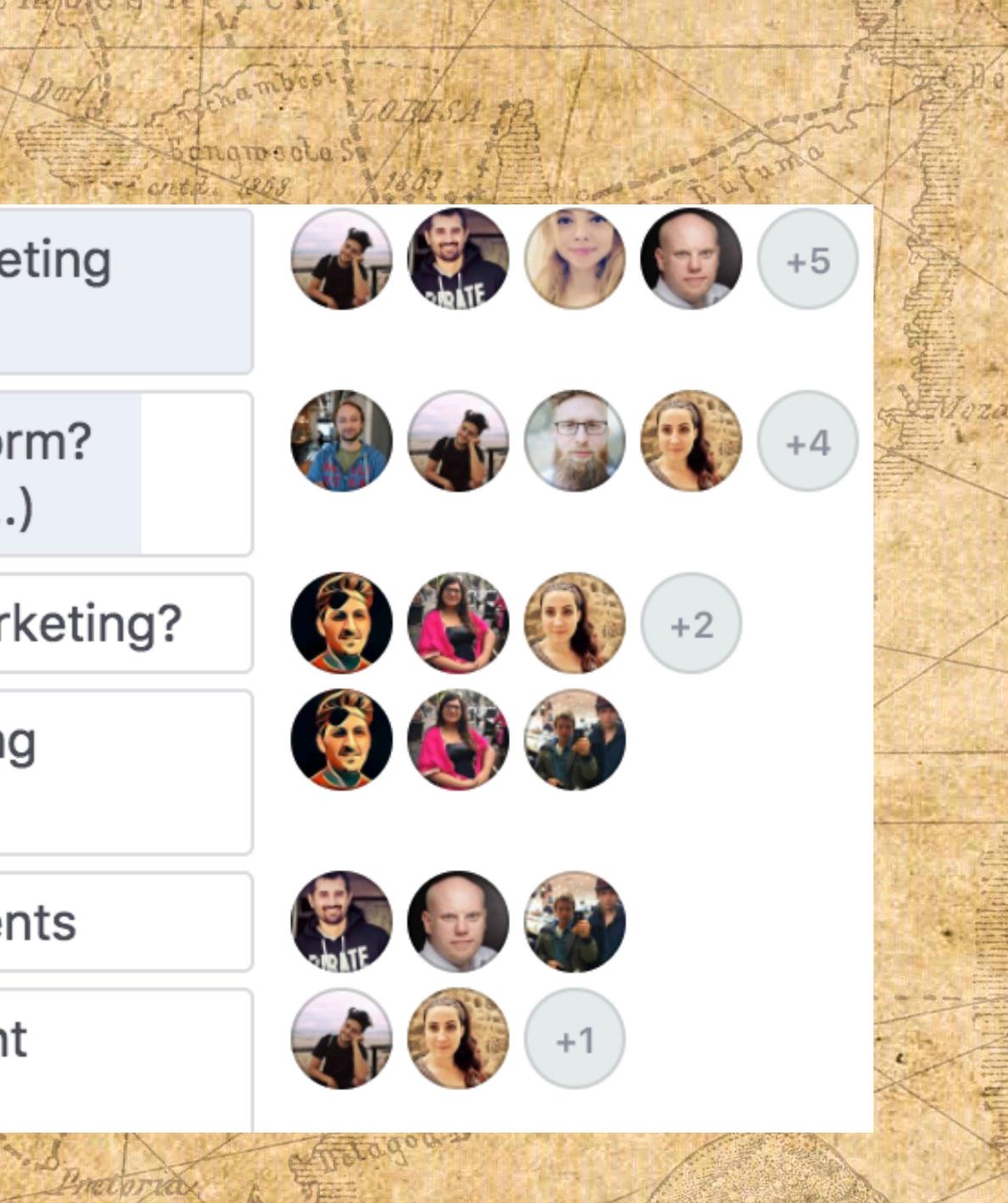
What is the most relevant platform? (Facebook, Meetup, Evenbrite, ..)

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?







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#### ACQUISITION

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#### ACTIVATION

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#### RETENTION



#### REFERRAL

#### REVENUE



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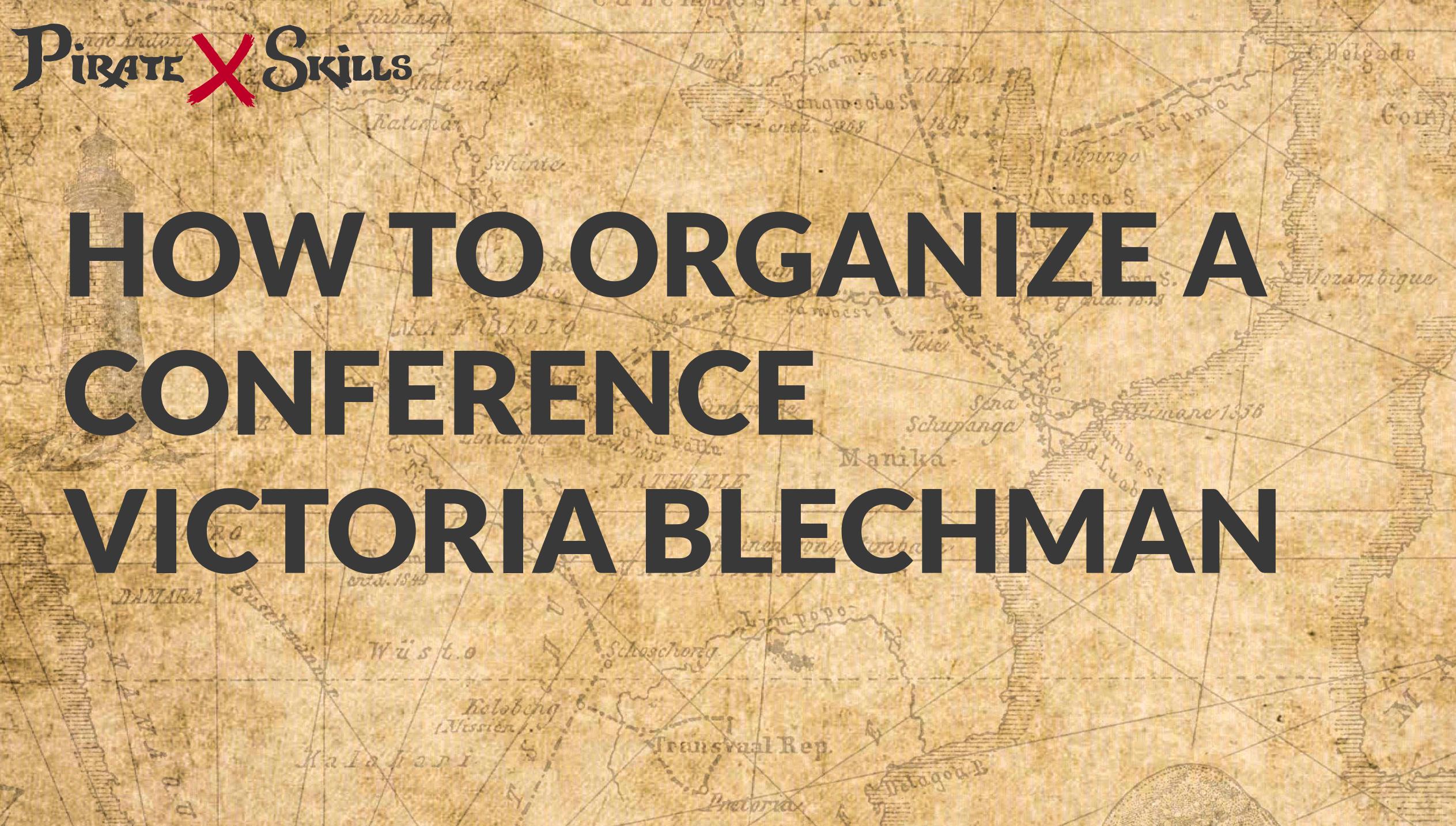
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### Well, just do it.

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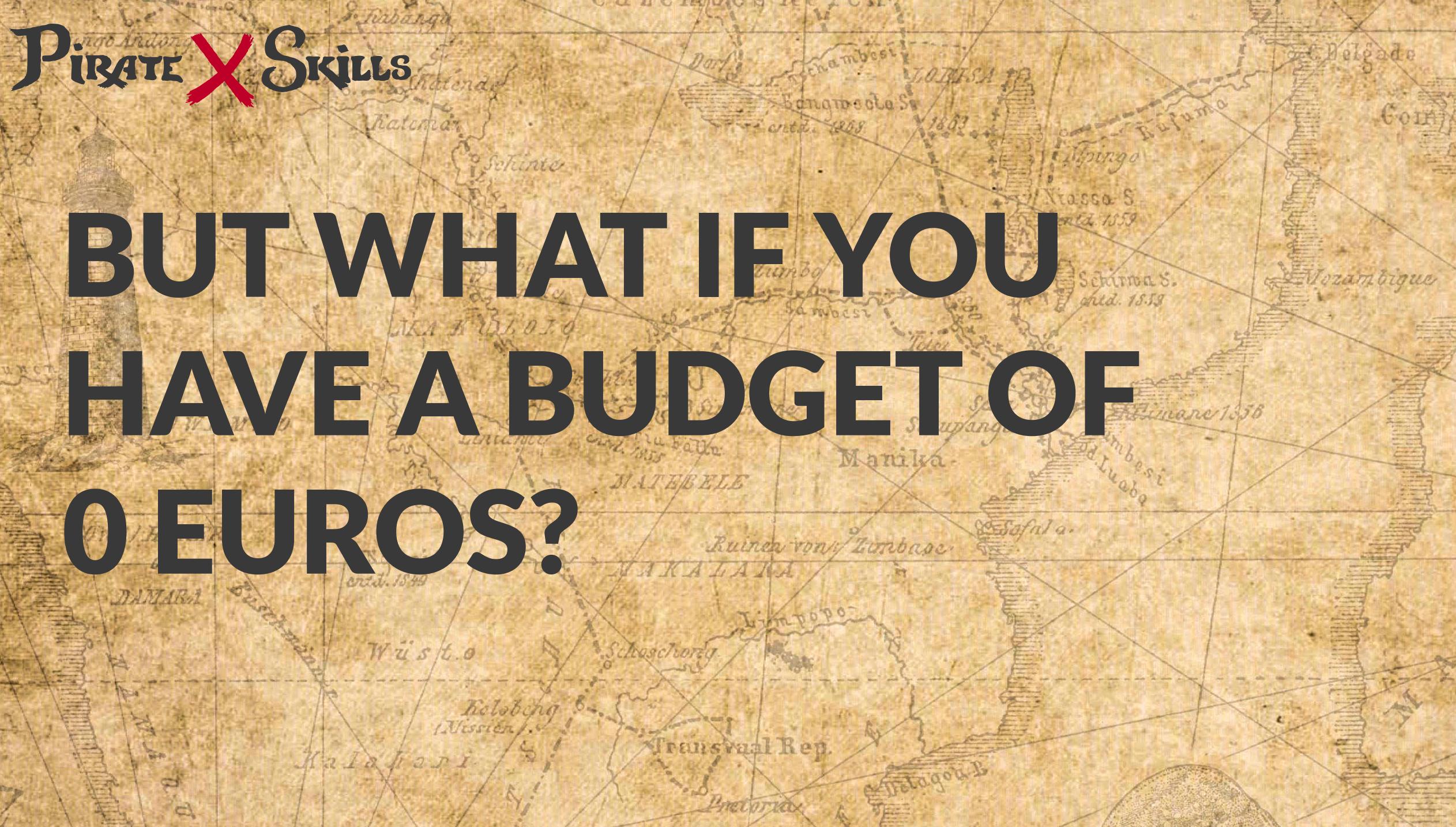






















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#### • TOPIC • DATE - LOCATION • SPEAKERS Kelebchg 5-

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#### • SPONSORS • FOOD & DRINKS • GADGETS/ **GIMMICKS/NAME** €. TAGS



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#### · USUALLY SOMETHING YOU'RE ALREADY INTO • YOU KNOW PEOPLE FROM THE SCENE • THERE ARE PEOPLE WHO ARE INTERESTED IN **LEARNING MORE ABOUT IT** Kolobeng Da. e.

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and it can go



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#### NOT TOO MANY CONCURRENT EVENTS THE HERE HOW MANY DAYS? **DURING THE WEEK OR WEEKEND? NO HOLIDAYS AROUND** Kelebeng 54.

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#### NOT TOO MUCH CONCURRENT EVENTS THE HERE HOW MANY DAYS? **DURING THE WEEK OR WEEKEND? NO HOLIDAYS AROUND** Kelebeng 54.

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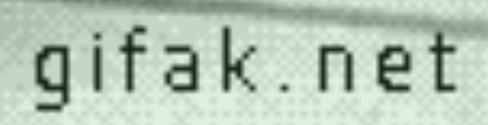
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# IT DOESN'T HAVE TO BE TOO FANCY HERE THE SMALLER THE HERE BETTER FLEXIBLE IN SIZE

 NOT NECESSARILY THEIR CATERING • ENOUGH FURNITURE · LIGHT / SOUND GOOD ACCESSIBILITY / PARKING LOT











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### SPEAKERS

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

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### SPEAKERS

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#### - HOW TO CHOOSE? Schumange Manika VIDEOS OF THEM SPEAKING TO AN AUDIENCE • RECOMMENDATIONS FROM OTHERS NOT ONLY MEN Kolobeng Da. e.

and it can go

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### SPEAKERS

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#### HOW TO INVITE? Schuranac Manika LOOK FOR THEIR EMAIL ADDRESS • WRITE AN EMAIL • DON'T BE SHY Kelebeng 54.

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### AGENDA

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#### INTRODUCTION WALHERER O • 3 HASHTAGS

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#### **INTRODUCTION ROUND OF THE AUDIENCE**

Schurange

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







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### SPONSORS

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

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#### SPONSORS TULED HOW TO CHOOSE? Schunanad Manika **CHOOSE WISELY!** sesatal a. • DON'T TAKE ANY SPONSOR - IT SHOULD FIT SOME BIG ONES, SOME SMALL ONES Kelebeng Da. e. Wissien ... Transvaal Rep.





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### SPONSORS

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#### 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

Transvaal Rep.



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Kolobeng Da.

Wissien ...

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

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### GADGETS & NAMETAGS

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#### **PEOPLE CAN WRITE THEIR NAMES THEMSELVES** IT'S ALWAYS NICE TO HAVE A LITTLE PRESENT FOR THE SPEAKERS DAMARA **MAYBE EVEN PRESENTS FOR THE AUDIENCE?** Kolobeng Da. e.

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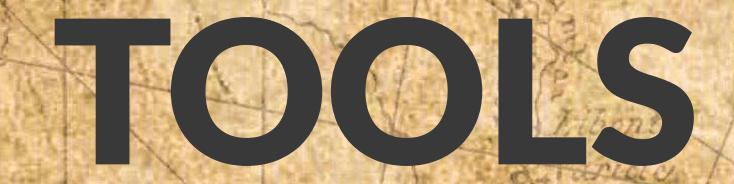
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# SORTED EMAIL INBOX TRELLO BULTON MAILCHIMP EVENTBRITE Maschord

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#### RAUSGEGANGEN / WUNDERFEST HERERO STARTPLATZ Ruinen von Zimbase **MEETUP.COM**

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### EARNINGS

#### • TALK TO PEOPLE! **REMEMBER THE** PEOPLE YOU'VE MET. PAY ATTENTION. STAY IN CONTACT. Totobeng 5-

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#### • DO FAVOURS. • GIVE. GIVE. GIVE. ASK. • DON'T BE SHY. • TALK STRAIGHT. SAY THANK YOU e.



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# • TWITTER.COM/VICTORIA\_CGN

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## Timeline

### 2015 • Rausgegangen

## 2016

DAMARAL

- Salonwagen Sessions
- First Festival
- Wunderfest Alpha
- Crowdfunding

2017Secret ConcertsSecond Festival

Kalahar

Kelebeng



## LearningS (ask for it $\rightarrow$ 25% response rate at Festival)

CE AL O TENILIG G

Get your own crowd and know how to reach them

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Gefällt 91.003 Mal +228 diese Woche Julius Uh und 427 weiteren Freunden

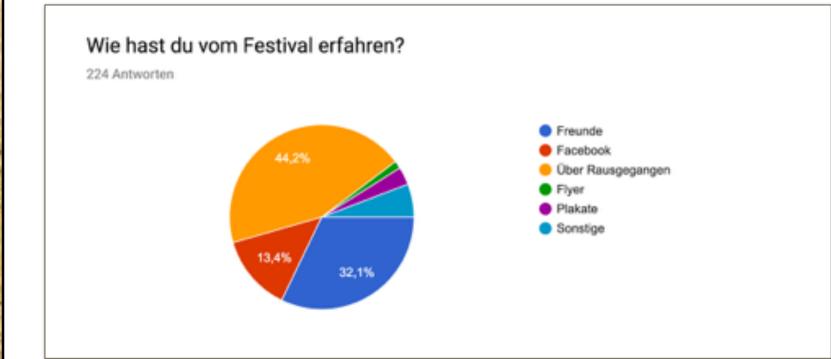
91.209 Abonnenten

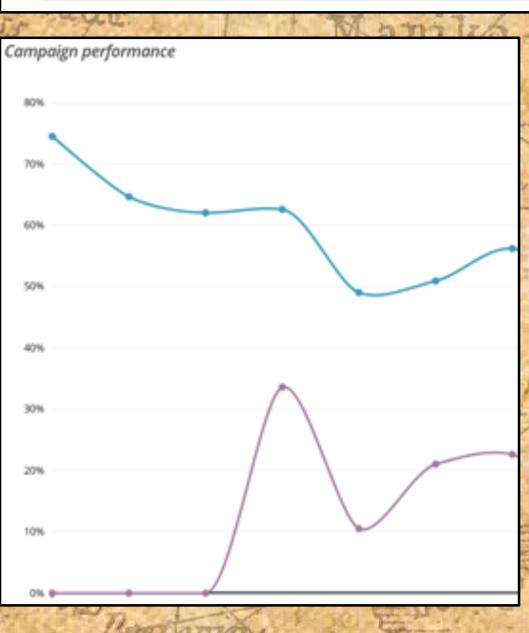
 A crowd can be as large as 3 people as long as they are YOUR crowd

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Auswertung des Zusammen Leuchten Festivals 2017





#### **Open Rate**

Esofala.

#### ClickRate



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Know your capacity, who it's for and when you can deliver IT.

mana

Don't ask for the sale, ask for the signal **Release when** oversubscribed - celebrate the sell out

Das letzte Geheimkonzert des Jahres!

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MALEBI

TEL13



ächste Geheimkonzert steht am 14. Dezember um 18:30

Wenn du schnell bist, bekommst du wahrscheinlich noch eine Fahrkarte:

**Ticket sichem** 

Fühlt euch gedrückt, Corinna & euer Rausgegangen Team 💗

## Learnings

CALLO TRANSIC

Zusammen Leuchten 22. November um 23:04 · @

WOW! Damit haben wir nicht gerechnet: Die ersten 150 Tickets, die für frühere Festival-Besucher freigeschaltet waren, sind bereits weg

Ihr seid ja der Wahnsinn - innerhalb von nur 💿 💽 Stunden! 🎉 🏤 Da freuen wir uns direkt noch mehr auf Zusammen Leuchten 2018 mit euch! 🤎... Mehr anzeigen



00 26 1 Kommentar ┢ Gefällt mir C Teilen Kommentieren Monika Bialas Und wir haben welche ergattern können Desiree Balea und Madelaine Balea 🙂 Gefällt mir · Antworten · 🕑 2 · 23. November um 08:02

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Kommentieren ...



• 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  $\rightarrow$  No show rate < 5% **Optimizing your CLV** 

# Learnings



## Tools we use for events

Basecamp

#### Slack

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DAMARAL

- Own Ticketing System
  - Push to slack for tickets sales → Motivation working?
  - Collecting data for retargeting campaigns
- Zapier or IFTTT
  - **Google Analytics**
- Mailchimp
  - Google forms for questionaires
- Xing and LinkedIn only for business events

CPO Tracking for Facebook campaigns → Which target groups are

TORES

Be careful: Only one pixel per account, keep tracking with UTM

Ruinen von Limbage

- Where do they come from: Offline and online targeting optimization Adwords only if there is search traffic (not the case for new festival)





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#### **Tim Betzin** Founder & CEO

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

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Katenha

**Vogelsanger Straße 20** 50823 Köln

Looking for great events? www.rausgegangen.de Kelsbeng 8 ...

Kala

## Thank you

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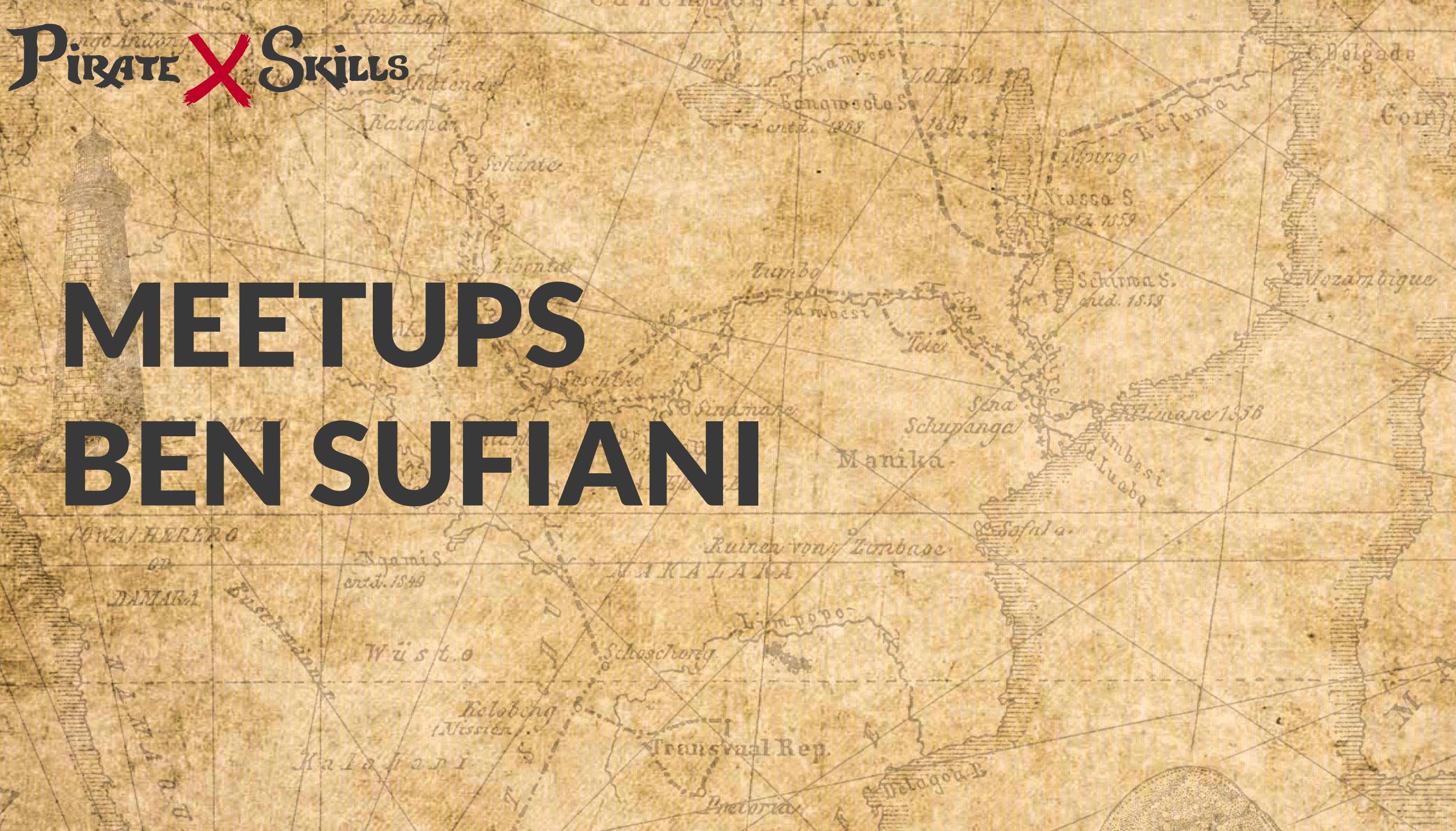
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## Pirate Skills

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### +49-176-30543705 VAL HERERO BEN@PIRATESKILLS.COM

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# HERE & NOW .. LOUD & CLEAR FEEDBACK BOARD BIT.LY/PIRATESKILLSLIVE

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