EVENT REMINDER INTENSIFICATION CHECKLIST

Your Pre-Event System to Maximize Show-Up Rates

Goal: Keep registrants engaged, committed, and prepared so they don't just buy a ticket, they actually walk into the room excited and ready.

Email Sequence

- Immediate confirmation email with hotel booking link.
- Two-month reminder email (event hype + logistics).
- One-month email (highlight speakers/sponsors + travel).
- Two-weeks email (urgent hotel reminder + bonus preview).
- One-week email (community, networking, and final prep).
- This week email (logistics + energy).
- "It all starts tomorrow" email (map, check-in details, kickoff energy).

SMS Sequence

- Immediate confirmation text (hotel booking link).
- Two-week reminder text.
- One-week reminder text.
- Week-of reminder text.
- "Tomorrow we start" text.

© Scott Whitaker

Phone Call Touchpoints

- Immediate confirmation call (for VIPs/high-value attendees).
- Hotel booking reminder calls (to registrants not on hotel list).
- One-week personal concierge calls (logistics + welcome).

Direct Mail

- Physical confirmation mailer (arrives 1 week after registration).
- Include hotel booking instructions + guest ticket/upgrade option.
- Insert testimonials + high-ticket offer seeds.
- Postcard reminders for hotel booking (targeted to non-bookers).

Pre-Event Survey

- Ask attendees what they want to gain (resells the event).
- Ask about current challenges (high-ticket offer intel).
- Collect business profile data (size, role, goals).
- Include hotel booking status (link provided if “No”).

Private Facebook Group

- Create a private, attendee-only group.
- Post event updates, speaker spotlights, sponsor highlights.
- Encourage attendee introductions + networking before the event.
- Drip excitement: countdown posts, behind-the-scenes content.

Mobile App & Push Notifications (Large Events)

- Upload schedule, speakers, and maps.
- Send push reminders for sessions + logistics.

© Scott Whitaker

- Promote sponsors with in-app offers + booth traffic drivers.
- Use notifications for engagement (“Doors open in 10 minutes!”).

Pro Tip: Track who has registered vs. who has booked their hotel room. Attendees with lodging secured are far more likely to show up. Target non-bookers with emails, texts, postcards, and personal calls until they commit.

© Scott Whitaker