# Pre-Event Engagement Strategy

This playbook outlines a strategy to increase attendee engagement and anticipation before an event using webinars and live streams. It consists of step-by-step instructions for organizing and promoting online engagement opportunities.

### Step 1: Plan Content

Determine the topics, speakers, and format for your webinars or live streams. Ensure the content is relevant to your event and provides value to the potential attendees.

### Step 2: Schedule Sessions

Decide on the dates and times for your webinars or live streams, making sure they are conveniently timed for your target audience and spaced out appropriately to maintain interest leading up to the event.

### Step 3: Setup Technology

Choose and set up the necessary technology platforms for hosting webinars and live streams. Test all equipment and software in advance to troubleshoot any issues.

### Step 4: Promote Online

Use your event's website, email list, and social media channels to promote your webinars and live streams. Create attractive graphics and teasers, and employ event hashtags to increase visibility.

### Step 5: Engage Live

During the webinars or live streams, engage with attendees through Q&A sessions, live chat, and interactive polls. Encourage participation and provide exclusive insights or offers related to the event.

### Step 6: Follow Up

After each session, follow up with attendees via email with additional materials, a replay link, and a call to action encouraging registration for the main event if they have not already done so.

## General Notes

### Record Sessions

Record all live sessions for future use and for individuals who could not attend the live event. It adds value to your content and extends the life of your pre-event engagement efforts.

### Monitor Engagement

Use analytics tools to monitor the engagement levels of your webinars and live streams. This data can help you adjust your strategy for future events and understand your audience better.