# Event Attendee Referral Program

This playbook outlines the steps to create and implement a referral program aimed at current event attendees to motivate them to refer others by offering them incentives.

### Step 1: Define Objectives

Identify the specific goals you want to achieve with the referral program, such as increasing ticket sales or expanding the event’s audience. It’s important to establish clear, measurable objectives to guide your strategy and evaluate the program's success.

### Step 2: Identify Incentives

Determine what types of incentives will be appealing to your attendees. These could include discounts on future events, exclusive access, merchandise, or other unique offerings.

### Step 3: Create Guidelines

Develop the rules and guidelines for your referral program. This includes how attendees can refer others, how many referrals are needed for earning rewards, and the process of claiming those incentives.

### Step 4: Launch Platform

Set up a system or platform to track referrals and manage the program. This could involve using specialized software or a simpler solution like a coded referral link system.

### Step 5: Promote Program

Market your referral program to your attendees. Use email campaigns, social media, and any event-related communications to spread the word about the benefits of referring new attendees.

### Step 6: Monitor Progress

Regularly track the progress of your referral program by monitoring sign-ups, referrals, and redemptions. This will help you understand its effectiveness and make any necessary adjustments.

### Step 7: Send Reminders

As the event approaches, send reminders to your attendees to encourage continued referrals. Highlight how close they are to earning incentives or introduce new, time-limited rewards.

### Step 8: Award Incentives

After verifying successful referrals, promptly award incentives to qualifying attendees. This will reinforce positive behavior and can lead to referrals beyond the current event.

### Step 9: Evaluate Program

After the event, evaluate the referral program's success against your objectives. Analyze which aspects worked well and what could be improved for future programs.

## General Notes

### Legal Compliance

Ensure your referral program complies with all relevant laws and regulations.