

# Effective Internet Marketing for Conferences and Events

— a one-day training course

*Learn the latest tools and techniques  
for using the internet to market and  
generate revenue for conference and  
event marketing*

- Extracting greater ROI for online efforts
- Conversion strategies: turning traffic into delegates
- Linking telesales with your web campaign
- Practical strategies for boosting email response rates
- Optimising your web sites' relevancy and visibility
- Evaluating the role of other technology, SMS, MMS

**FIND OUT MORE ABOUT IN-HOUSE TRAINING** 

*the ONLY  
course which  
focuses  
exclusively  
on internet  
marketing for  
conferences  
and events*

To find out more:

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# Effective internet marketing for conferences and events

## Why you should attend

Internet marketing has revolutionised the cost base of events and radically changed the way they are marketed. This course focuses on getting the most out of internet marketing whether it is by getting more visitors to your website through search engine optimisations and improved pay per click or by implementing the latest email strategies.

Fundamental techniques such as improving "natural" search engine rankings and boosting delegate sales will be included as well as practical approaches to email marketing from basic success factors to advanced targeting, tracking and testing. The content is devised to be relevant if you are marketing conferences, seminars, courses or large-scale events.

## Who should attend?

Marketing executives and marketing managers involved in using the internet to market conferences, exhibitions or training courses.

## The aim of the course

This course will give participants all the technical expertise they need to execute a successful internet marketing campaign including maximising the use of search engines, email campaigns and converting more of your website visitors into customers.

## The course format

Course numbers will be limited to ensure the day can be very practical and business focused. Small break out groups will work through real case studies, practise techniques and develop skills.

## In-house training

**MAKE BIG MONEY SAVINGS AND IMPROVE PERFORMANCE**  
— IN-COMPANY TRAINING

If you have 5 or more people to train, The Media House in-house training will save you money. All courses can be run at your location anywhere in the world.

In-house courses are tailored to meet your needs and are designed to meet your exact specifications. We incorporate your conference material and data within the training programme to ensure everything is focused 100% on your business.

*Increase online profits when you learn and implement techniques that drive more targeted traffic to your site and ensure that traffic is converted to delegates*

## What the course will cover

- Developing an on-line marketing strategy and integrating it into your overall conference marketing plan
- Optimising your web sites' relevancy and visibility with search engines
- Managing your pay-per-click accounts
- Assessing if there is a role for paid marketing techniques
- Converting more of your web site visitors into delegates
- Working with sponsors who advertise on your website
- Linking telesales with your web campaign
- Practical strategies for boosting email response rates
- Conversion strategies: turning traffic into delegates
- Achieving high returns from email marketing
- Modifying copywriting techniques for email marketing
- Extracting greater ROI for online efforts
- Increasing cross-sell and up-sell capabilities by delivering relevant offers to current delegates, speakers and sponsors
- Integrated multi-channel marketing
- Evaluating the role of other technology, SMS, MMS

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