

HOW TO:



Make Your Virtual Event Engaging

Before Event Day:

- When you're ready, invite attendees to your private Facebook group and post the event commercial to get your attendees excited.
- Post in the group a countdown to event day every day.
- Add a cute tag to their kit asking them to not open their kit till event day.
- You can incentivize your attendees to come back to the page throughout the day by posting the pre-recorded videos of Kim every couple of hours. Let customers know you will do another live at a certain time and the next video will be ready 10 minutes later. Depending on your internet connection, it may take 15-30 minutes to post a pre-recorded video. If this is the case, you will probably want to post all the pre-recorded videos in the morning before your event begins. Once you create your private Facebook group, and before you invite attendees to the group, you can do a practice video post and see how long it takes for your video to post. Make sure to delete the post before you invite attendees to the group.

Event Day:

- Consider kicking off your event from your shop if possible with a Facebook live on the private group, and open up the kits all together, and go over what comes in their kit. You can also use this time to outline how the day will go, giveaways you have planned, promotions on product you want them to know about.
- Ask your attendees to post pictures of themselves making their projects, and do a drawing from those who post. Perhaps you do a drawing for each event project.
- Do live videos throughout the day to do a giveaway to bring your customers back to the page, and talk about a promotion you're offering during the event
- \$100 Bonus CD: do a live video and show the bonus project samples you've stitched out. Give them ideas of how they can reach a \$100 purchase on Kimberbell product.