

10 WAYS

to Turn Event Attendees into a Year-Round
Community

Presented
By:
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DO YOU RELATE?

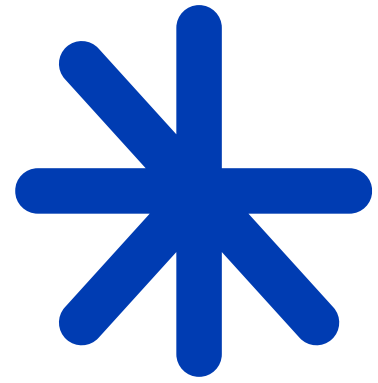
Your event ends... and so does the relationship

- You start from scratch every year
- Attendees disappear
- Engagement drops
- Scramble to sell tickets
- Panic ensues
- Rinse, repeat, recycle



**STOP
TREATING
YOUR
EVENT LIKE
THE FINISH
LINE.**

**To the
starting line**

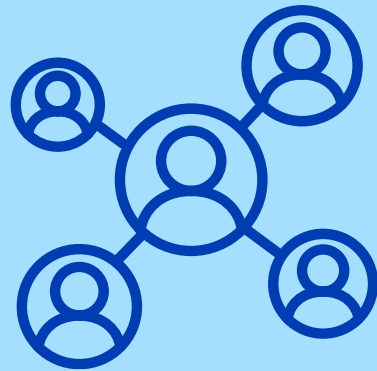


THE REFRAME



Capture

Turn in-the-room energy into action. Don't let people leave without a next step!



Connect

Make it easy for people to find their people and keep in touch.



Sustain

Give them a reason to keep coming back.





Connection is one of the top reasons why we attend events.

Events that emphasize connection have an indisputable edge.

-Julius Solaris

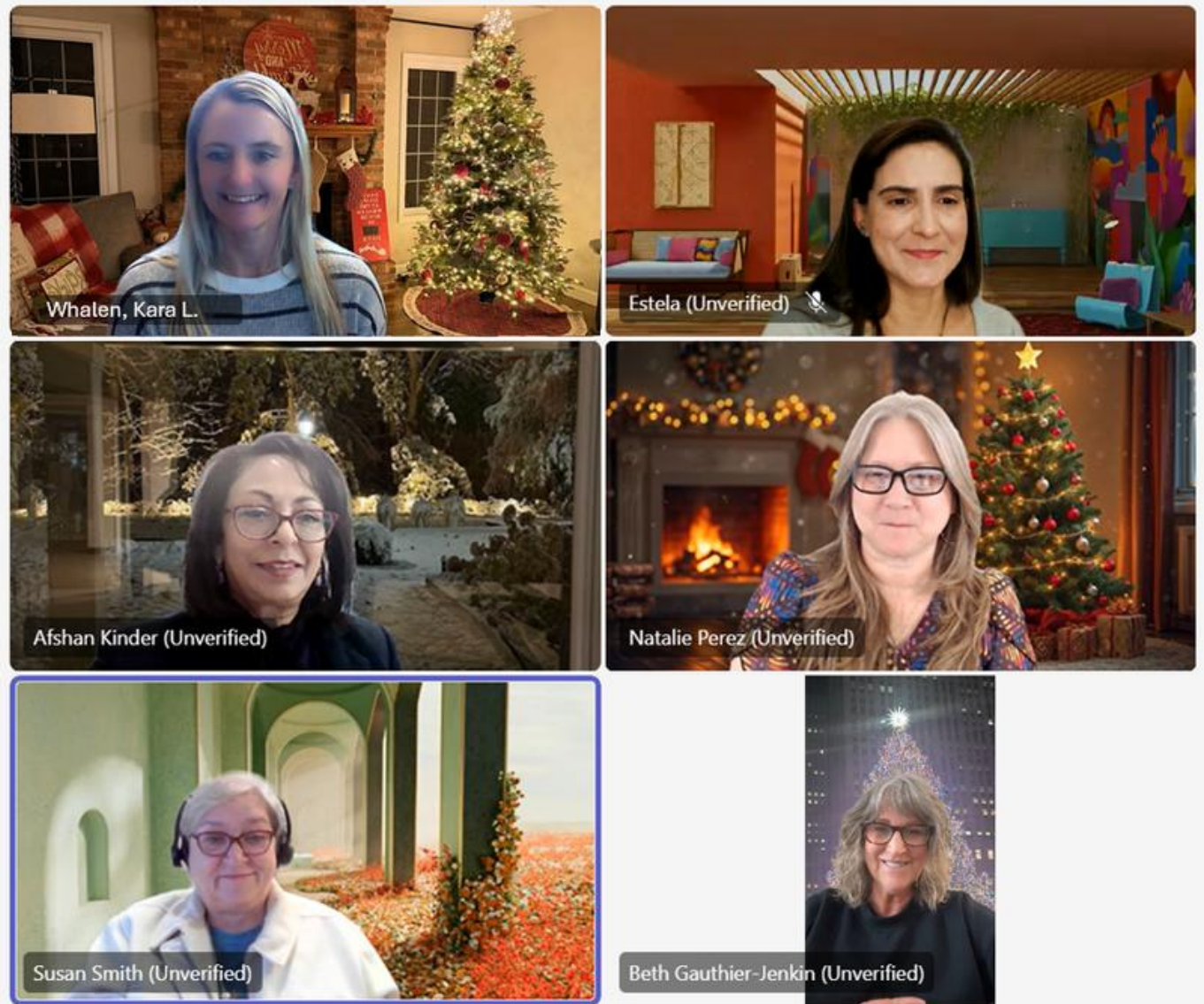
#1 Convert Energy Before They Leave



Capture momentum in the room.

- *Give a clear next step LIVE*
- *Get them to join something immediately*

#2 Onboard Them Like a Community (Not an Event)



Show:

- *what exists*
- *where they fit*
- *what to do next*



#3 Give People a Role (Not Just a Ticket)

Attendees are passive. Participants are involved (and stick around)



Ex:

- *Mentors*
- *Community Ambassadors*
- *Contributors*
- *Advisors*



Vicki Brackett • 1st

Head of CX and Chief Knowledge Officer @ Knowledgegely™ • ICMI Top 25 Tho...

[Visit my website](#)

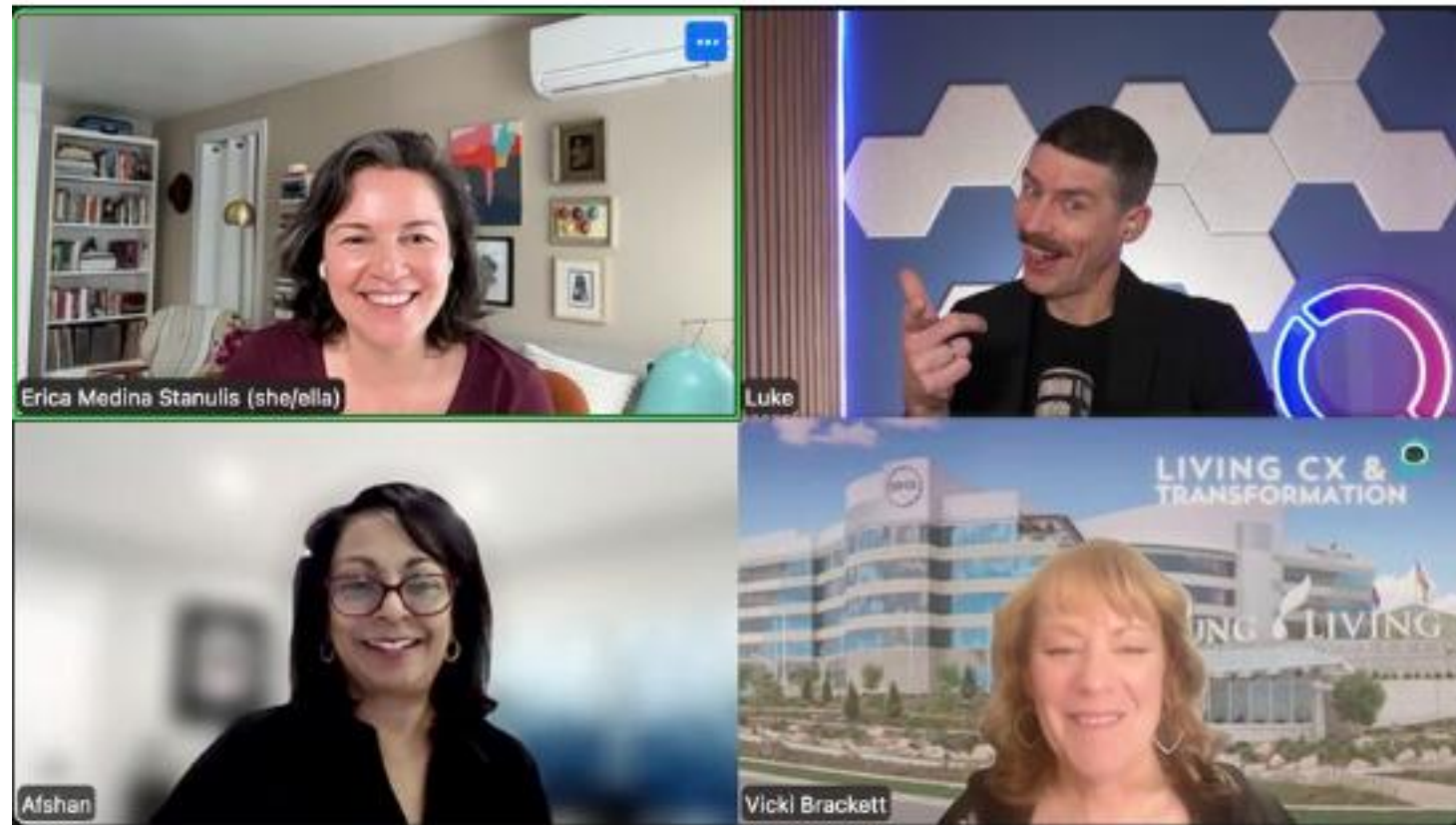
13h •

GREAT discussion with fellow **ICMI** thought leaders for our August Coffee Chat! Love that we can break into small groups, have virtual coffee and some great conversation. I always walk away with some great insights. Thanks [Erica Medina Stanulis](#) for facilitating the discussion and for contributing some great insights. Enjoyed great thought leadership from [Luke Jamieson](#) and [Afshan Kinder](#).

If you are looking for a group of thought leaders in the industry, join us in Orlando at **ICMI** the end of October. Registration and information: <https://lnkd.in/g96eWqby>

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5 comments · 2 reposts

#4 Build Simple, Repeatable Touchpoints

Low lift. High consistency.

- *Monthly Coffee Chats*
- *Casual, no pressure*
- *No heavy prep*



#5: Shared accountability builds deeper connections



Mentorship, for the win

- *6-month cohorts*
- *1 hour/month*
- *1:1 or small groups*

#6 Create an Inner Circle



Depth creates your strongest advocates

- Smaller, high-touch group
- Application or invite-based
- Top 25 Thought Leaders
- Featured Contributors
- Monthly newsletter + bi-monthly virtual meetup



#7 Turn Recognition Into a Retention Engine

Don't just celebrate people! Keep them involved!

- *Awards → speakers → contributors*



#8: Create Content with Your Community

 **ICMI**
7,821 followers
1d • Edited • 

Last week we asked the community what the most underrated skill in a contact center is. Shockingly, no one said speed. And no one mentioned AI ...more



WE ASKED 7800 CONTACT CENTER PROFESSIONALS..

icmi Contact Center Chronicles
What's the Most Underrated Skill in a Contact Cent...
ICMI

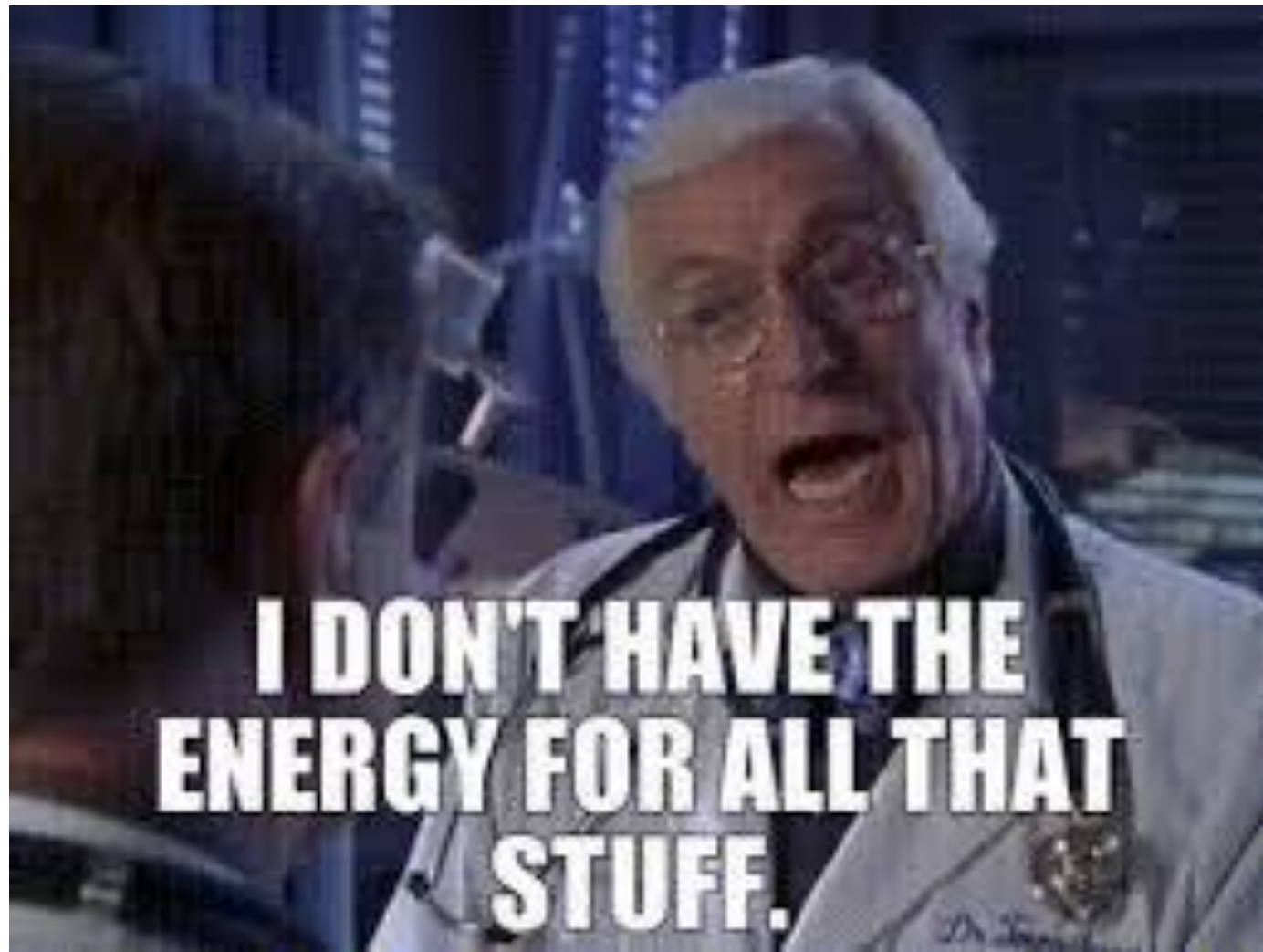
Create **WITH** your audience, not just for them

- *Comments* → *LinkedIn newsletter roundup*
- *Quotes* → *LinkedIn post*
- *Polls* → *articles & graphics*

#9: Build for Different Energy Levels

Not everyone engages the same way

- Lurkers → content
- Casual → chats
- Engaged → mentorship
- Leaders → roles





#10: Make It Easy to Say Yes

Clarity removes friction

- Clear expectations
- Low time commitment
- Simple onboarding
- Choose your adventure quiz

All of these ideas are part of a sustainable system.

Event → Connection → Ongoing touchpoints → Roles → Back to event



**If your attendees only hear
from you when you want
them to register... you
don't have a community.
You have a list.**

Any
questions?

Email

erica.marois@informa.com

LinkedIn

