



Cyber
Scotland
Week

Learning for a life online.

Quick guide to setting up and marketing your CSW Event

Introduction

We've created this easy to use guide to setting up and promoting your Cyber Scotland Week event.

Setting up and planning

Complete the following questions to create the promotional copy for your event:

- 1 Give a brief summary of your event including the purpose of it.
- 2 What topics and information will you cover?
- 3 How will this benefit individuals, teams and their organisation?

Set up your event on your chosen platform:

Zoom - [Click here](#) for instructions on how to set up your event.

Microsoft teams - [Click here](#) for instructions on how to schedule an event meeting.

Create an event on [Facebook](#) or [LinkedIn](#).

The benefit of creating an event on Facebook or LinkedIn is that you can share and invite your network to it quickly and easily. You can also get a list of everyone who signed up. Pick the right platform for your audience and invite them along. You can also share the link to your event via email marketing.

Set up 4 emails to promote your event following this format:

Email 1 - promote your event including its title, date and time. Include a short summary of the purpose of your event and why they should attend.

Email 2 - share more detail about the event and how they'll benefit from attending.

Email 3 - outline the topics, learning points and discussion topics you'll cover during the event.

Email 4 - send a final reminder 24 hours before your event noting that it is their last chance to book.

Create an additional two emails to those people who attend your event.

Email 1 - Thank them for attending your event. If you record your event, include a link in the email where they can watch it back. Include details of any services, products and support you can offer them and how they can buy it or get in touch with you.

Email 2 - Remind them of the key points of your event, details of your offer and how they can purchase it.

Set up 1-2 social media posts per week promoting your event and inviting them to book.

Include teasers to build up the interest and provide useful information for your audience.

Add details about your event including a booking link on your website.

Recording your event?

Encourage people to sign up to your event even if they can't make it so they can receive the recording after the event.

Promoting your event

- Schedule and send your 4 promotional emails.
- Schedule and post your social media posts.
- Invite your [Facebook](#) or [LinkedIn](#) contacts to attend.
- Post a countdown on our website to your event.
- Twenty four hours before your event email your attendees reminding them of the date and time as well as the event link.

Record your event

Recording your event on [Microsoft teams](#)

Recording your event on [Zoom](#)

Post event follow up

- Send your two post event emails to those who attended.
- Share event content on social media for example, short video snippets from your event.
- If you've recorded your event, share it on social media and email your database inviting them to watch it post the event. '
- Add your recorded event to your website and YouTube channel.