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Meet me IRL



How your colleagues are doing events
and how you can, too

Join the conversation with **#ONA18Events**

Welcome! Grab a worksheet.



- You're in the **right place**, if...
 - You host events but need to update your strategy
 - You're interested in developing a new events strategy
- You might want to **check out another session**, if...
 - You're already a pro at events
 - You're satisfied with your current events strategy

Meet me IRL



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Events research

What we can learn by surveying 50+
local newsrooms across the country.

Survey results



- 80% of respondents in local news, from small to medium-sized organizations
- 94% of respondents host events
- More than half of respondents host 5-10 events per year
- 71% of respondents have increased the no. of events they host in the past 2 years



1: Pick your goal

Why events?



- Build deeper connections with existing audiences
- Grow audience and brand awareness
- Increase revenue

 Goals depend on the type of event

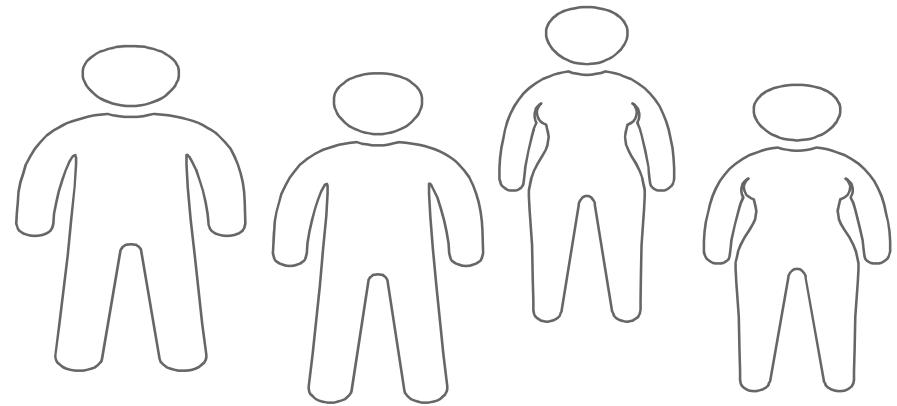


2-7: Make a people plan

The people



- Who's your audience?
 - Go back to your goal



The people



- 1-6 staffers, on average
 - Most have a designated event leader, but it's not their full-time job
 - Most have no formal training in events



Half said people end up helping at events even when they hadn't planned to, doing things like setup and clean up, greeting attendees, posting to social media, or reporting

The people



- Get some help, find a partner
 - Pros: Reach new audience; Share the workload; Diversify perspectives and skills; Make sponsorships possible
 - Cons: Communication, accountability and decision-making more challenging across organizations; Conflicting goals; Time needed to coordinate



8: Choose a style

What type of event?



- Live storytelling
- Forums on a defined topic
- Debates
- Social gatherings or meetups
- Exclusive or behind-the-scenes access to something
- Food
- Classes
- School or summer camp fairs
- Best Of Awards: HS Sports, YPs, Local businesses



9: Show me the money

Revenue



- Half said their events are profitable, a third said they just break even, and the rest are losing money
- For most that are profitable, that money comes from sponsorships



Go chat with your business team!



10-12: Planning

Planning



- Most survey respondents are planning 3-6 months out, or less
- When's the best time to reach your audience?
- What tools are necessary? Ticketing platform to help track attendees most cited
- Everyone needs a marketing plan



Is there a great time to do the style of event you chose?



13: What is success?

Measure your event



- Ways to measure success:
 - Attendance by people new to your brand
 - Qualitative feedback from attendees
 - Revenue
 - Attendance by your existing audience
 - Subscriptions or memberships sold
 - Emails collected



Goals and how to measure 'em are different for each event

HOST **YOUR** EVENT



Or don't...



Of those who said they **don't host events** right now, the reasons are:

1. Lack or challenge of revenue opportunities
2. Staff capacity

Our collective wish list



- Better ways to connect and follow-up with audiences
- Better CMS maintenance for more complete audience analytics
- Sponsorships \$\$\$
- Diversity in event offerings and audience makeup
- Better marketing plans and planning ahead
- Dedicated events person or staff



Thank you!

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Host events? The survey is still open! <https://bit.ly/2MBHET6>

Want to talk more about the session? Head to the Midway lounge!

Also, be sure to visit the many ONA18 exhibitors in the second floor Exhibit Hall.

