



# Ultimate Guide to **Personal Gifting** at Digital Events

We'll break down the top ten ways to create memorable, one-to-one experiences for your digital event attendees and establish personal bonds with them through personal gifting.



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As field or event marketers, we're often focused on creating a memorable experience within the event itself. The difference between a good event and a *great* event is the care and consideration you fold into the experience you create for your event guests pre-and post-event too. The small details go a long way to leave a lasting impression on your attendees. Having a well-thought-out personal gifting strategy at your digital events can create those moments that leave that lasting impression and really "wow" your attendees.

**Personal Experiences are the bonding agent between you to your event guests and personal gifting is the**

**ultimate way to establish that bond at scale. By creating a one-to-one personal experience that is relevant, relatable, and respectful for your guests, you can deliver a digital event that will leave them awestruck from start to finish.**

After hosting our own digital event, YOUiverse, a few weeks ago, we wanted to share with you a few pro-tips to enhance the experience at your next digital event. Below are the top ten ways to leverage Alyce to produce an event experience that is not only personal but memorable:



# Reimagine Social Experiences

TIP **1**

EMMA



#5to9™: MUSIC MAVEN

9-to-5: CUSTOMER SUCCESS LEAD

Use Alyce's personal research to understand your prospect's interests and then create experiences inspired by those shared interests. Use the interests to invite like-minded prospects and customers to join a virtual meet up you host such as a mixology night or a virtual jam session. You can even use shared interests to

pair up virtual event buddies, or structure breakout groups. Nearly every event prioritizes people's 9-to-5 responsibilities ahead of their #5to9™ passions. Bring these two worlds together and help connect your attendees with other attendees who have the same #5to9™ interests!



## Set an Event Theme

A successful virtual event uses a hook—or theme—to tie the experience for your attendees together. A theme creates a shared experience for your attendees perfect for bridging the divide between screens.

Send your attendees gifts to support and embody your event theme. For example, since your attendees will be attentively listening to keynote speakers and subject matter experts alike, headphones are the perfect complement to their remote attendance experience.

The goal of setting a theme is to build unity and elevate the experience for a virtual setting. Since you can't greet your attendees one-by-one in person, what better way to show your appreciation for their attendance than to send them a personal video thanking them for joining your event? Using a video to put a name and a face together with your gift invitation brings more relatability and connectivity to the event.

## Looking for Theme Inspiration?



### 1. Cooking Class

Send a cookbook or cooking utensils to compliment an event cooking master class.



### 2. Get Comfy

Encourage people to “arrive comfortably” to your event, send them a pair of slippers.



### 3. Brainy Breakfast:

Host a breakfast-and-learn and send each invitee a digital gift card to order breakfast locally—on you.



# Level Up Your Registration Process

TIPS 3,4&5



## Seamless Registration

Use Alyce's new **post-gift CTA functionality** to automatically redirect the gift recipient to the event sign-up page once they accept their gift. This will make the registration process really seamless.

You can also consider adding your event sign up page redirect to all Alyce prospect gifts you send out in the month leading up to the event just to give it more exposure.

## Drive Registrants and Attendee Show Rates

Consider using gifting to drive registrants and show rates by saying the first xx to register and attend will receive an exclu-

sive gift. This incentivizes show rates and avoids the complexity of running a contest/random drawing.

## Reward Your Team's Amplification Efforts

Use Alyce to run a spiff for internal team members (or event speakers) to drive event sign up. For example, the top three team members to drive the most sign-ups get a high-value Alyce gift. This creates a fun and healthy competition while getting the broader team bought in on your social promotion strategy.



# During The Event

TIP 6

## DRIVING ATTENDEE ENGAGEMENT

- **Use Alyce to incentivize in-event engagement. For example, the most active in the group chat, or those that participate in a poll, or post on social media using the event hashtag, get a gift. The possibilities are truly endless, it just depends on how you structure the engagement portion of your event or if you have any kind of gamification built into your event platform.**



# After the Event

TIPS 7,8,9&10



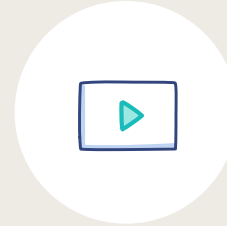
## Post-Event Communication

Send your post-event follow-up communications through an Alyce gift instead of a standard marketing email. Thank people for attending and then redirect them to the on-demand content using the **post gift CTA feature in Alyce**. Pro tip—gifting donations as post-event thank you gifts leave a sweet lasting impression on your attendees.



## Reimagine your Event Surveying

Send out a post-event gift to attendees and instead of requiring a meeting as you do in a prospect gift, make the required action be to answer a set of questions about their event experience. People are more likely to offer up feedback if there is a built-in incentive.



## Keep the Personal Connections Going

Leverage Alyce's new **video landing page functionality** to add a personal video to your post-event gift. Perhaps the video comes from the session leader, or from your head of marketing or CEO. Send to accept rates skyrocket when you take this one-two punch of personal gifting + video.



## Speaker Thank You Gifts

Gift your speakers post-event to thank them for being a part of the experience. Our customers see **AMAZING** feedback with this personal gesture, and it's a great emotional bank deposit for these brand promoters!





# The ABPs of Digital Events

— Whether you are planning a 10,000+ person virtual experience, or an intimate roundtable, take advantage of the dozens of opportunities to turn one-to-many generic “touches” pre-, during and post-event into truly one-to-one personal experience moments for your event

attendees, and allow your company’s approach to perforate the digital event noise.

Want to learn more about the difference Alyce can make for your upcoming event?

[LEARN MORE](#)