

EVENT CASE STUDIES

PACK



Virtually Sorted
making life more manageable

FINTECH CONFERENCE

The client wanted an event for fintech student recruitment. As a new event, they had no database of existing prospects.

Postcards: Used for promo in local colleges and universities.

Virtual Assistant: Spent researching companies to exhibit and people to invite

Add ons: Roller banner, selfie board, comments poster

HISTORICAL LECTURE

Client had poor numbers previously but a good database of circa 500 people.

Postcards: Used as invites

Virtual Assistant: Press release sent to local media, listings on various websites, social media connections with similar interest groups

Results: +74% attendance

ONLINE TRAINING WEBINAR

The client wanted to host a paid for webinar to train people on a specific piece of software.

Postcards: Used as follow ups for the webinar attendees to use to promote their new services.

Virtual Assistant: Time used sending emails and identifying organisations who would be prepared to share the event with their members.

Results: 25 attendees

WEDDING PARTY

International client needed hands on help to organise a wedding.

Postcards: Used as invites

Virtual Assistant: Venue search, liaison with caterers, venue, ceilidh band, posting invites.

Results: A very happy couple!

Book online at
www.virtuallysorted.com