

Ways to get involved in local events

Participating in local events can offer excellent opportunities to help more people and grow your business. Here's a handy, optional planning guide you can personalize for community events, like an annual town festival, a 5k, a booth at the local farmers market, a car show and more.

Pre-event

1

Determine your goal for the event

Do you want to become better known in your community? Do you want to connect with a certain number of people? What will make this event feel like it was worth your time and effort?

Decide if you want to work with other local businesses

Teaming up with a local business can help you connect with potential customers, gain new social media followers and create additional foot traffic at the event.

Pick your swag

Themed swag or swag that can be used during the event can help attract or encourage people to visit your booth/team. Things like sunglasses, ice cream scoops and fans are likely to be a hit during summer months, for example.

Plan ahead

Decide in advance how you want your event to run — for example, how to collect leads, replenish swag and coordinate networking — to help keep things organized on the day.

Promote early and often

Creating flyers to leave at local businesses, posting on social media to tease the event or showcase the swag you'll be giving away and using polls and giveaways are all ways to promote the event in advance and build excitement.



Tip:

Swag can help you build relationships. Check out [this video](#) for tips on finding the right swag.

During the event

2

Remind people the day of

Post about the event on social channels using images and videos to remind your community it is happening.

Engage with attendees

Give people a reason to visit by making your booth as engaging as possible with things like games, face painting, giveaways* or a photo booth. More visitors means more conversations.

Collect leads

Whatever sign-up method you choose — tablet, computer, clipboard, cards — consider having someone dedicated to lead collection during the event.

Post-event

3

Debrief after the event

Do you think the event was successful? What went right, and what would you do differently next time?

Update social media

Share the event's highlights — videos, photos** and a short caption — and thank people for showing up.

Follow up with leads

Go through the leads you've collected and start reaching out, ideally the day after the event, to stay top of mind for attendees.

Apply for potential reimbursement

Take advantage of Agent Marketing Event Funds that may cover part of your costs. Submit your application [here](#) within 30 days of the event.

“ I believe local events are really important in differentiating yourself from other insurance companies. It's important that people see me in real life, not just sitting behind my desk, but participating in the community. ”

Julie Cairns
Richmond Center, WI

For more tips, check out Julie's videos on [planning your first event](#) and [using local events to build relationships](#).

* Remember to follow [giveaway guidelines](#) and state regulations.

** Remember to get permission of all people before posting.