



# 5 Practical Ways to Earn Event Marketing Hero Points

*This is an extra resource to go along with the original article:  
[How to Be an Event Hero: Plan for the Worst, Execute to the Fullest](#)*

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In our article, we talk about all the ways it's important to be the best event marketer you can be – an event marketing “hero”, if you will.

Having that kind of reputation within your company – and that kind of ability to plan and execute events to a high level – puts you in a position to grow event marketing into a key role.

If you're focused on getting to hero status, there are a few practical things you can start doing right away:

## **Show everyone what you're doing.**

If you work in a fast-paced company, chances are your fellow marketers, the sales folks, your boss and *their* boss are focused on their own initiatives.

It might be up to you to show the value of your event marketing work. A few ways you could do that include:

### **1. Contribute to internal communications**

Does your company have an internal newsletter? An internal wiki? Or some other platform that's set up for people to communicate with the rest of the company regularly?

If yes, then see what you can do about getting event information on that bulletin. You can talk about upcoming events or share “win” data from past events.

Put your work in the larger context of the marketing or sales departments' goals – did the sales team close a huge enterprise-level sale last month?

Add your side of the narrative: “Congrats to the sales team for closing the ABC deal! And props to the events team for making the initial contact with COO Jane Smith at AwesomeConf last month!”

## **2. Put all your stuff on the company calendar**

Nothing gives an immediate snapshot of how much your work contributes like an instant visual of *tons of events*.

Of course you know exactly how many events you have planned this quarter and how much will go into all of them.

But being so close to it all might make you forget that others never see the entire scope of what you do. They'll be aware of major events and the ones they attend, or they'll see announcements here and there, but creating a central place where you can show *everything* will create instant value.

You can use things like a dedicated internal events page or a shared Google Calendar. Some event marketing software has this feature built in.

## **Prepare for everything and don't make assumptions about anything.**

Make sure you have access to these things in the immediate lead-up to your event and during it:

### **3. A way to contact everyone**

This may seem insanely obvious on the surface, but it's one of the easiest things to forget.

*Of course* you can quickly get the contact info for your team, or your panel moderator, or the conference organizer, right? And then you forget your work phone and only have your personal phone. Or, you realized that person never included their phone number in their email signature.

If you're not using event planning software to track *everyone* involved in your event or integrating a CRM like Salesforce, at the very least create a list of contact info and save it to somewhere you can access from anywhere.

### **4. Travel and shipping information**

This may also seem like an insultingly basic prep item. But, we've heard from so many event marketers about times they frantically dug through emails or even *paper receipts* for 12-digit tracking numbers that we know it's a universal blind spot.

Make sure you and your team always have access to this kind of basic information no matter where you are (trying to find the shipping warehouse where your pop-up banners are stranded, anyone?).

If you're using project management software to manage your events, you could definitely rig a project or task function to keep all this info in one place. If your events depend on a lot of complex shipping and travel information, we'd recommend checking into live flight tracking integration features on event marketing software platforms.

Never be blindsided by a panelist stuck in a random city 1,000 miles away ever again.

## **5. All the answers**

Okay, we're being a bit facetious here, but only partially. As the event marketing hero in this picture, you really do need to have access to all the answers whenever someone needs them.

If you're the event host, this applies doubly for you. Even if you're "just" the point person for your event team at a conference, as the caped crusader in charge, you *will* be bombarded with questions. All. Day. Long.

Having the answers when people need them is a major part of being the hero. Keep copies of itineraries, schedules, event hall maps, the best places for networking lunches and coffees, the team's internal goals for the event and anything you can think of that you might need to access at a moment's notice.

Or (sensing a theme here?) you can keep all of that handy inside a software solution instead of carrying around a massive stack of paper.

Being able to fire up your phone or laptop and tell your sales director "11:35 a.m." before she finishes asking "When are we-" earns you hero points *and* makes things go more smoothly.

*Interested in becoming an event hero with features that can help you do all of these things? Check out EventGeek's [demo](#) or start a [free trial](#).*



