

The best tool in your live day toolbox, broadcast messages can make a big difference in attendee participation. Use this powerful feature to tell attendees what to do, then watch them take the actions you want.

- ▶ Plan your broadcast message schedule in advance. Don't wait until the night before, or the morning of, your big event.
- ▶ Leave room for inspiration; even though you have a schedule, respond to in the moment needs, like a speaker running late, or the latest popular news – World Cup finals, anyone?

**Women's World Cup score update: USA scores another goal, and were up 3-2!**

- ▶ At the end of each session or activity, preview what's coming next, while you have the attendees' attention.
- ▶ Remind your audience to come back for the next live session or activity; try both a 5-minute reminder and a "live now" message.
- ▶ Use broadcast messages to open and close your day. Welcome attendees with excitement about the day and thank them for their time and attention at the close.

**Welcome! We're excited you're here and look forward to sharing our product roadmap!  
Join us on the Main Stage in just 5 minutes for our opening keynote.**

- ▶ Be as specific as possible. Instead of simply "Visit the Networking Lounge," tell attendees what you want them to do, i.e. "Join the conversation and share your experience with peers" or "Get your questions answered live from our experts."
- ▶ Use fun facts to drive traffic to individual booths versus promoting visits to the exhibit hall.

**Did you know that our Platinum Sponsor, ABD Corp., has offices in 23 countries?  
Visit their booth to learn more about global services.**



## Bonus Tip

Target messages to specific rooms or booths to highlight a specific content item or to move attendees from one location to another.