



Last-Minute Ways to Boost Attendance

Here are ten stellar ways to boost attendance in the final hours:

1. **Get visual!** Pictures are worth a thousand words! Change your Facebook profile, cover image or Twitter background to the [Taste of Home Cooking School logo](#) or another graphic promoting your show.
2. **Solve a problem.** If your show is close to Mother's Day, help attendees solve the problem of what to get their mother or grandmother by offering a special Mother's Day ticket package or promotion.
3. **Offer something exclusive.** If you are [selling tickets online](#) (and we hope you are) create a special promo code for a discount at checkout.
4. **Give a behind-the-scenes peek.** Use social channels and your website to share photos of your team getting ready for the show, like stuffing gift bags, doing a walk-through of the venue or meeting with your grocery sponsor. Share your excitement for the upcoming show!
5. **Ask your sponsors, partners and registered attendees for a little help.** Word-of-mouth referrals are the holy grail of marketing! Ask your network to share information about your show with their friends and followers. Make it easy by giving them the text and a pre-shortened link to your show registration page. All they need to do is copy and paste! Make sure to include a hashtag (e.g. #TasteofHomeDallas) to brand posts so that you can easily see who is promoting your event.
6. **Don't shortchange your email strategy.** If you don't have an email marketing strategy in place for your show, this may be one of the reasons why your sales are low. Despite all the noise about social, email remains an extremely strong ticket-selling force. Consider adding [show photos and](#)

[recipes](#) to your email to “beef up” the content. Don’t have email marketing capabilities? Check out the endless email content and design ideas from our friends at [MailChimp](#). They’re free to use for up to 2,000 subscribers!

7. **Sponsor a social contest giveaway.** Everyone loves getting something for free. Host a “Show Countdown” contest and announce a different giveaway each day, like free show tickets, cookbooks or upgrades to VIP tickets.
8. **Add cooking cheer to your site.** [Post banner ads, recipes, photos and videos](#) on your homepage.
9. **Run Facebook ads.** If you don’t already have a strong Facebook fan base, implementing a social strategy last minute will likely result in a poor response. So, if you don’t have time to engage an organic audience, [jump on ads](#).
10. **Let people bring a friend free.** If you care more about having a packed house than extra ticket revenue, consider telling existing attendees they can invite a guest for free. Just be sure to track the additional registrations so that you have enough seats and gift bags.