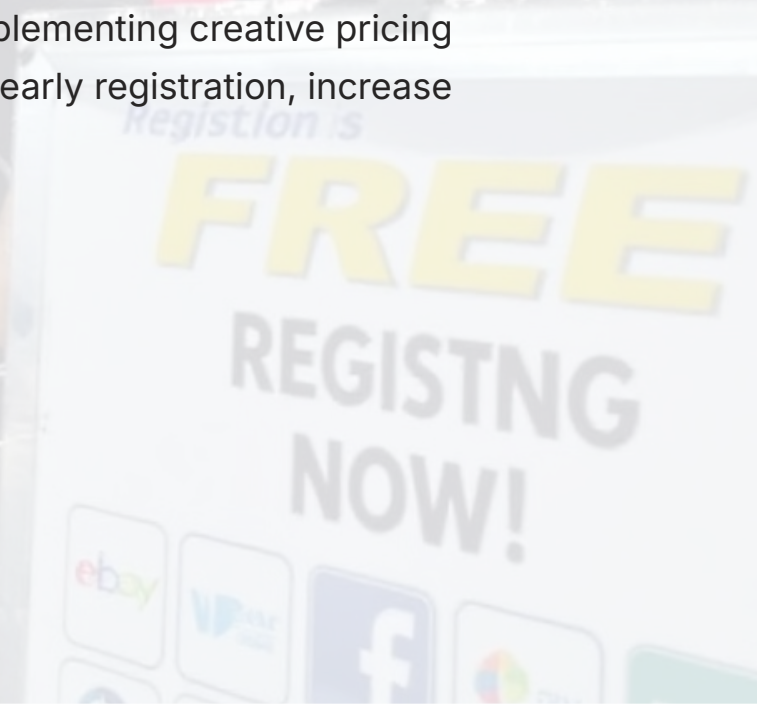


14 Tactics to Fight Late Registrations

This document outlines 14 innovative strategies to encourage early event registrations and combat the issue of late sign-ups. These tactics range from creating waitlists and offering guarantees to implementing creative pricing structures and leveraging local audiences. Each strategy is designed to incentivize early registration, increase engagement, and maximize event attendance.

PH by Professor David Hind



Connection Guarantee and Webinar Series

1. Connection Guarantee

Offer a 100% money-back guarantee if the attendee doesn't make a valuable connection. This tactic builds trust and reduces the perceived risk of attending. Provide testimonials from previous years to support this guarantee.



2. Webinar Series with Exclusive Codes

Create a 4-episode webinar series to engage potential attendees before the event. Follow these steps:

1. Create a 4-episode webinar series
2. Draft a 2 email follow-up sequence for those attending
3. Give discount codes within each email

This approach provides value to potential attendees while incentivizing early registration through exclusive discount codes.

Reservation Strategies and Commitment Fees

3. 24-hour Free Ticket Reservation

Allow potential attendees to reserve tickets for free for 24 hours. This tactic, similar to what airlines use, creates a sense of urgency and commitment. If they don't purchase, reconnect with this audience later with a discount offer.

4. Sell a Commitment Fee

Implement a commitment fee strategy to secure early registrations. This approach can help gauge interest and secure partial payments upfront.



Waitlist and Fan Engagement

5. Turn Email List into a Waitlist

Convert your email list into a waitlist to show intent.
Before registration opens:

- Change all CTAs on your website to register for the waitlist
- Create urgency by limiting the number of spots
- Offer exclusive perks for waitlist members

6. Fans Leverage

Utilize your fan base to promote early registrations.
Develop strategies to engage and incentivize your most loyal supporters to spread the word about your event.



Recording Access and Lucky Purchases

7. Give Lifetime Access to Recordings

Offer lifetime access to event recordings as an incentive for early registration. This strategy extends the life of your events and relieves marketing pressure. Consider these options:

- Bundle recordings with early bird tickets
- Sell recordings separately for other ticket types
- Give access to recordings from previous years immediately

8. Lucky Purchase

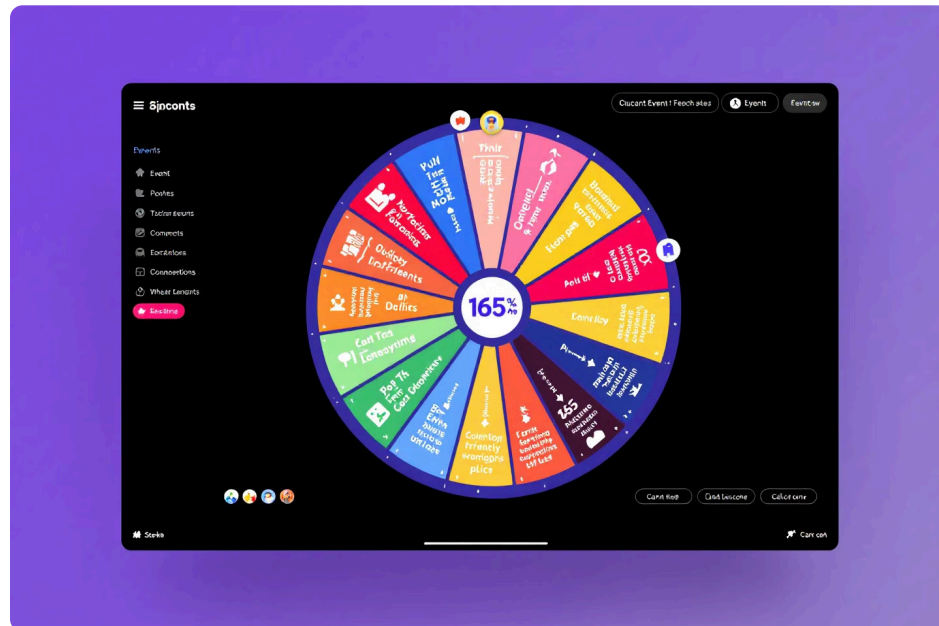
Implement a lucky purchase system where every Nth ticket sold receives randomized rewards. Potential rewards include:

- 1 additional free ticket
- Free accommodation
- VIP upgrade
- Reserved seating at spotlight sessions

Interactive Promotions and Group Tickets

9. Spin the Wheel

Give early bird purchasers the ability to win perks by spinning a virtual wheel. This gamification element adds excitement to the registration process and encourages early sign-ups.



10. Bring Your Team Tickets

Offer group tickets to encourage team attendance. Consider these options:

- Group tickets for attendees
- Group tickets for sponsors

Assign salespeople to follow up on group ticket inquiries to maximize conversions.

Pricing Strategies and Microevents

11. Countdown Early Bird

Offer a Super Early Bird price that increases daily. For example:

- Early Bird: \$220
- Super Early Bird: \$200
- 20 days before @ \$1 daily increase

Launch this promotion the appropriate number of days before your actual early bird price.

12. Extremeness Aversion Ticket

Leverage price anchoring and extremeness aversion by offering multiple ticket tiers. This psychological pricing strategy can encourage attendees to choose mid-range options.

13. Pre-event Microevent Access

Create small microevents before the main event and sell access only to early birds. Microevent ideas include:

- Networking sessions
- Workshops
- Q&A sessions
- Keynote previews
- VIP meetups

Local Discounts and Conclusion

14. Locals Early Bird

If planning events in large metro areas, offer discounted prices to locals. This strategy recognizes that locals can often afford to attend at half the cost, incentivizing local attendance. Consider tiered pricing for:

- International attendees
- National attendees
- Local attendees

Conclusion

These 14 tactics provide a comprehensive toolkit for fighting late registrations and boosting early sign-ups for your events. By implementing a combination of these strategies, you can create urgency, offer value, and incentivize early commitment from potential attendees. Remember to tailor these approaches to your specific event and audience for maximum effectiveness.

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