



## Ten Tips For Having a Successful Twitter Event

So you want to have a tweet-up huh? Tweetups are serious business these days and a fantastic way to build your brand and gain loyal followers in the process. I have organized and executed my event Cocktails & Couture for the past 5 seasons at New York Fashion Week. Here are my top ten tips for a successful, stress free event!

1. **Tweet Tweet** Once your locations and sponsors are confirmed, promote your tweet-up through your social channels. Get the word out so you can have a good turnout!
2. **Location...Location** Depending on the size of your event, you may need different types of locations. Always try and barter for the location in exchange for promotion. Remember, you are bringing them business.
3. **Sponsors** If you aren't good at sales, get good at it. If you want sponsors for your event you have to convince the sponsors that it will give them a good ROI (return on investment) so that they feel comfortable giving you their money.
4. **Food + Drinks** This also depends on location and what type of party you are having. If it is a private event then you can get a cocktail sponsor and then use your sponsor \$ to get a caterer for nibbles. If you are just having an event at a bar/lounge you may be able to negotiate reduced rates on bar items in exchange for logo placement.
5. **Step + Repeat** Red Carpet Runway has great deals on packages for a party backdrop. Put your logo, the logo of the venue and any high dollar sponsors on it.
6. **Photographer** You will need photos of your event - hit up sites like Craigslist OR the job boards at local art schools. Great ways to get quality photos of your event for low \$ (make sure you look at their photos or ask if they have a website before you hire them!)
7. **Raffles** Some sponsors may want to donate items in lieu of sponsorship if you have a raffle. Raffles are a fun way to get partygoers excited about the event.

8. **Invites** Hit up a student graphic artist or if you know photoshop - save your self some money and make your own. Or you can use sites like [www.pingg.com](http://www.pingg.com), [www.paperlesspost.com](http://www.paperlesspost.com) to create invites.
9. **Management** If you are using an invite that you have created, you can use a management site like [www.evite.com](http://www.evite.com) to keep track of RSVP's and upload a mailing list. They even have a feature that you can download a guest list for the door.
10. **Have Fun** No event is any fun if the host is frazzled, remember to smile and have fun with your guests. Drink plenty of water to stay hydrated, eat something and keep the drinks to a minimum so you can be alert if any issues arise.