

Episode 80: How Interactive Quizzes & specific Tracts created an engaged summit audience

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Speaker: Jenn Zellers

Description: Co founder of Virtual Summit Search Jenn Zellers walks us through an incredible interactive strategy to increase engagement & satisfaction with her summit audience. She unpacks how this worked to build a stronger relationship with the audience and what she did to make that happen. Plus monetization & promotional strategies that helped her create a successful virtual summit.

About Jenn Zellers:

Jenn runs The Creative Entrepreneurs L.A.B., where the mission is to stomp out the Starving Artist stereotype once and for all! She works primarily with artists, photographers, designers, and makers to translate left-brain business strategies for right-brain creatives and equip them to confidently grow their business.

She also runs the Thriving Creatives LAB, a membership community where creative entrepreneurs can make more sales, learn new business strategies, and connect with fellow creatives.

Reach out to Jenn Zellers:

LinkedIn: <https://www.linkedin.com/in/jenn-zellers/>

Instagram: <https://www.instagram.com/creativesbizlab>

Website: <https://thecelab.com/>

Choosing the speakers:

- Choose people in your contacts
- Recommendation from people you know
- People whose content you share
- People who work with your target audience
- People who speak directly with your audience

What is unique in her summit:

- Customized summit schedule based on a quiz the participants answered to find out which ones were going to be most relevant to them and when to help them the most in their business

Tools Jenn used:

- Interact - Quiz builder
- Convertkit - Email marketing

How she themed her summit:

- Launch
 - Focused on starting your business or launching a new product or service
- Amplify
 - How to amplify your business
 - Primarily focused on marketing.
 - Social media and email marketing
- Breakthrough
 - Focused on things like systems and other things that help take your business to the next level

Where to find speakers:

- Referrals
- Speaker directory
- Pinterest boards
- Your community

What she learned from her summits:

- Getting the engagement during the live summit is the hardest part
- Trying to find a way to better communicate is going to be key in the future
- Figuring out how to schedule people better when you have different tracks is key in the future as well

Promotion strategies:

- Share through social media and email list
- Give summit speakers promotion materials
 - Swipe copy for emails and social media
 - Graphics

Key factor in the success of her summit:

- Communication

Parting wisdom from Jenn:

- Plan ahead of time and stay in communication with everybody involved in the summit and that contributes very strongly to your success.