

Best practice checklist for hosting a digital event

- Create a custom event review sourcing landing page that is branded in line with your digital event
 - Hyperlink your event review sourcing link(s) for an easy reviewer experience
 - See reporting on number of reviews submitted and published for each link created
 - Leverage the Gartner Peer Insights promotional video (provided by Gartner)
- Set expectations appropriately on the landing page. Highlight who can/cannot write a review, how long a review takes, link to example reviews, etc.
- Offer a digital incentive in exchange for writing a review (ex. digital \$25 gift card, customer loyalty points)
- Encourage attendees to visit your digital review experience:
 - Add event bonuses such as additional sessions exclusive for reviewers or “Become a Customer Advocate!”
 - Develop publicity pieces that direct people to your event landing page (blog, articles, social posts)
 - Create a sense of urgency by sending out a push notification or pop-up for attendees
- Consider sending a pre- or post-event email campaign
- Do a test run through the landing page and site; go through all steps and submit a test review