

ADDING A HYPHEN EVENT TO AN EXISTING EVENT

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Hyphens are an event-driven generation. A recent study commissioned by Eventbrite found that this generation "not only highly values experiences, but they are increasingly spending time and money on them..." (http://eventbrite-s3.s3.amazonaws.com/marketing/Millennials_Research/Gen_PR_Final.pdf) Leveraging existing events that already attract a sizeable Hyphen audience is a great way to build the Hyphen awareness/culture in your district.

1. **Identify** an event with a large population of Hyphen already attending. If Hyphen are already attending an event, they are engaged and are therefore more likely to participate in other opportunities.
2. **Ask Why**—Identify the needs or desires of Hyphen already attending by answering the following questions:
 - What draws the Hyphen to the existing event?
 - What are the common interests of the Hyphen gathered at the event?
3. **Complement, don't compete**—Create a complementary concept to the event that the Hyphen already attend. Don't try to outdo the main reason they are there. Provide them something different (e.g., for camp meeting, add a more Hyphen-focused session; for a youth convention, add a Hyphen social).
4. **Maximize Value**—Hyphens are pretty cost conscious. Utilize existing rooms, supplies, and other elements to minimize your cost and ultimately, their cost. Thrifty does not mean cheap. If you provide value, Hyphens will spend to participate. "3 in 4 millennials (78%) would choose to spend money on a desirable experience or event over buying something desirable" (Eventbrite).
5. **Engage**—Hyphens crave hands-on and participatory events. Design your event to include elements that allow them to be involved in the process such as networking opportunities, interactive teaching, and discussion groups.
6. **Food**—"There is a communion of more than our bodies when bread is broken," says M.F.K. Fisher. Good food is a powerful attraction to Hyphens. It does not have to be expensive food, but it does need to be good food.
7. **Connect** to key influencers in the Hyphen group—Identifying and getting key influencers on board will help drive attendance by leveraging their influence to reach the others.
8. **Incentivize** early adopters. The more momentum and buzz generated in the beginning of an event will help create the awareness needed to drive the success of the event.
9. **Promote, promote, promote**—Social media is the most effective and efficient mode of promotion. Design a social media campaign that capitalizes on the strengths of the most popular platform used by Hyphens.
10. **Don't be afraid to fail.** If attendance at the event is not what you desire, don't cancel or quit. Start at #2 and begin again. Consistency creates its own momentum.

Hyphens create community and identity by participating in local events; leverage this characteristic to build momentum in your local Hyphens!