



Tips for Encouraging High Use of SpeechBooth™ at a Conference

Let's face it - conferences are busy. The agenda is jam-packed, the breaks are short, and attendees are focused on networking. But the more video messages that are recorded, the better the final compilation will be. How do you encourage attendees to leave messages? Read on for our tried-and-true tips.

- 1. Location, location, location.** Place the SpeechBooth where it will be highly visible to attendees, such as near the coffee station or location of the reception.
 - ▶ SpeechBooth is portable! Try moving it throughout the day to wherever people are congregating.
- 2. Give it exposure.** Put SpeechBooth out even at times when you don't think it will be used. As people are arriving for breakfast, they might not feel ready to leave a message yet, but exposure will increase the likelihood that they will return later in the day. *Note: we recommend turning the screen off when not needed to preserve battery life.*
- 3. Promote** the SpeechBooth before the event and prior to breaks or receptions.
 - ▶ In the pre-event logistics email, inform attendees that a videobooth will be present to gather their thoughts and feedback.
 - ▶ Remind attendees prior to breaks: "We are gathering feedback on ___ and would love to get your thoughts. There is a SpeechBooth located ___. If you have a moment, please stop by and leave us a message!"
- 4. Put your prompt on the custom sign.** This will help attendees to figure out quickly what the SpeechBooth is for, and also encourage them to think about the prompt in advance.
- 5. Ask someone to be a behavior model** and leave a message on SpeechBooth when other attendees will see him/her using it.
- 6. Let people know what the videos will be used for.** This is an especially useful tool for mission-driven organizations that plan on using the videos to gain support for the cause.
- 7. Use a thought-provoking prompt** that people will want to respond to. For ideas, see "Choosing a SpeechBooth Prompt."
- 8. Offer a prize drawing** for leaving a video message on SpeechBooth.



Place SpeechBooth where it will get exposure

Need more ideas? We're here to help! Feel free to reach out to us at info@speechbooth.com for help with optimizing SpeechBooth at your event.