

Engaging your attendees with digital swag

An easy guide for
event planners



Let's go



Swagable

Something we **all** get

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Contents



>	Introduction	Page 03
>	1. Before the event	Page 04
>	2. During the event	Page 05
>	3. After the event	Page 06
>	Smarter event swag	Page 07



Digital swag is a fun, eco-friendly way to connect with your audience before, during, and after your event. With just a few creative touches, you can boost excitement, spark real-time interaction, and build lasting relationships. Here's an easy-to-follow guide on how to make digital swag work for you.

1. Before the event:

Build anticipation



Early teasers and exclusives

Offer sneak peeks like exclusive wallpapers, handy e-guides, or special discount codes for early registration. These small digital treats build excitement and give your audience a taste of what's coming.



Social media fun

Launch interactive contests or challenges on your social channels. Let participants earn digital rewards like eGift cards and encourage them to share and tag friends. This not only spreads the word but also starts creating a community even before the event begins.



Personalised invitations

Send out digital invites that feel personal. Include unique promo codes or exclusive content to make each invite special, setting the stage for an engaging event.

2. During the event: Keep the energy up



Interactive games

Use event apps or digital platforms to host live challenges, quizzes, or scavenger hunts. Attendees can earn points or badges, and a real-time leaderboard can add a fun, competitive edge.



Instant rewards

Recognise participation on the spot with digital badges, certificates, or redeemable codes. Whether someone is joining a session, asking a question, or visiting a virtual booth, quick rewards keep engagement high.



Easy distribution

Use QR codes, NFC technology, or in-app notifications to share your digital swag instantly. This makes it easy for every attendee—whether in-person or virtual—to claim their rewards and stay involved.

3. After the event:

Keep the connection alive



Say thanks

Send a personalised thank-you email that includes digital swag like discount vouchers for future events, eGift cards, or exclusive content (like speaker presentations). A thoughtful gesture leaves a lasting positive impression.



Encourage feedback

Invite attendees to share their thoughts by offering digital rewards for completing surveys or joining post-event discussions. This helps you gather valuable insights and continues the conversation.



Build a community

Create an online space—such as a social media group or forum—where attendees can show off their digital swag, discuss key event takeaways, and connect with each other. This keeps the event's spirit alive long after it's over.

Smarter event swag

Digital swag isn't just a modern trend—it's a smart way to engage your audience at every stage of your event. By using these simple strategies, you can create memorable experiences and build stronger connections with your attendees in an environmentally friendly way.

At Swagable, we're passionate about helping event planners like you innovate and engage. Ready to elevate your next event? Visit Swagable and book a demo to discover more!



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Get in touch

Let's get this conversation started.

 +44 (0) 330 043 9394

 hello@swagablebag.com

 71-75 Shelton Street, London,
United Kingdom, WC2H 9JQ

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