

Best Practices for Use of Attendee List

Overview

The RMAI Conference Attendee List is provided as a professional resource to support mindful, focused, and intentional outreach among exhibitors, sponsors, and conference participants. Used judiciously, it enhances the value of the Annual Meeting by facilitating relevant, welcome connections and fostering long-term relationships. Overuse or inappropriate use of the list can lead to contact fatigue and an increase in “opt-outs” among high-value attendees, which diminishes the usefulness of this benefit for everyone.

The Affiliate Advisory Council has developed the following best practices for using the Conference Attendee List. These guidelines are in addition to the Terms of Use as outlined in the Exhibitor Rules and Regulations documentation.

Best Practices for Use

Be informed and targeted.

Before any outreach, know something about the attendee you are contacting. Verify they fit your ideal customer profile or are a potential vendor or partner. Understand their role within the organization and consider whether they are the appropriate person to approach. Don't just upload the list to Constant Contact and blast everyone on it. A sincere and deliberate approach will increase the likelihood that your message will be welcomed and read.

Avoid over-emailing.

Respect the Terms of Use guidelines and the three email limit. Do not send repeated emails to the same attendees or to the entire list. Excessive messaging is not only disallowed but will also lead your emails to be blocked or labeled as spam. Once that has happened, you've lost credibility and the ability to communicate with that contact.

Make your outreach relevant and personalized.

Craft messages that speak directly to the recipient. Email the person, not the organization. Know their business, responsibilities, or interests, rather than emailing your product or company information. Tell them what problem your product will solve for them. Be brief and concise. Personalized outreach is more likely to be read, considered, and welcomed.

By following these guidelines, you will improve the effectiveness of your outreach and protect the long-term value of access to the Conference Attendee List. These practices help other exhibitors, sponsors, and the association as a whole because attendees are more likely to share their contact details when they receive pertinent, high-quality emails rather than spam.