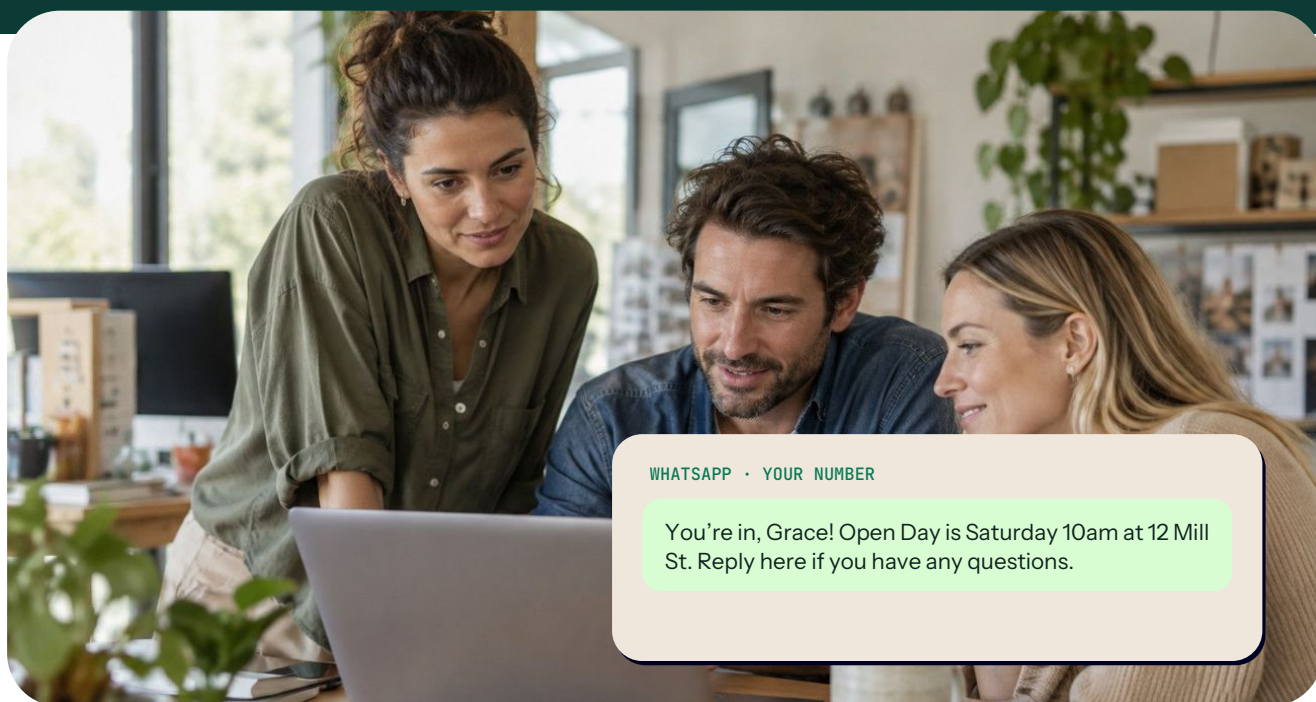


Fill the room and get people to turn up.

Invite, confirm and remind attendees on WhatsApp, and follow up afterwards with the replay or next step.



INSIDE THIS GUIDE

- The moment and why it slips
- A sample conversation
- Message templates to adapt
- Node-by-node build
- How the journey works
- The data you need
- Example sheet
- What to measure

01

At a glance

TEAM

Marketing

STARTS FROM

Google Sheets, Zapier, Contact import

TRIGGER

A registration arrives in your sheet (from your event tool, form or Zapier), or you send an invite campaign to a list.

GOAL

More registrations turning into attendees, and a warm follow-up for everyone.

STOPS WHEN

Event date passes and the follow-up is sent, or the attendee opts out.

LIKELY META CATEGORY

Utility for confirmations and reminders; Marketing for invitations. Meta confirms it when it reviews your template.

02

In practice

Events live or die on attendance. A confirmation the moment someone registers, a reminder the day before and a short one on the day, each with the address or join link, make it easy to turn up. Following up afterwards turns attendance into the next step.

03

The moment

THE MOMENT

You're hosting an open day, a workshop or a webinar next Thursday.

WHY IT SLIPS TODAY

People register and forget. Email reminders land after the event starts. No-shows are high and follow-up is an afterthought.

WHAT CHANGES

More registrations turning into attendees, and a warm follow-up for everyone.

04

How the journey works

The steps on the left, and what your customer sees on the right.

Trigger: A registration arrives in your sheet (from your event tool, form or Zapier), or you send an invite campaign to a list.

1

Confirm

Instant confirmation with the date, time and how to join.

2

Remind

A reminder the day before and one hour before, with the link or address.

3

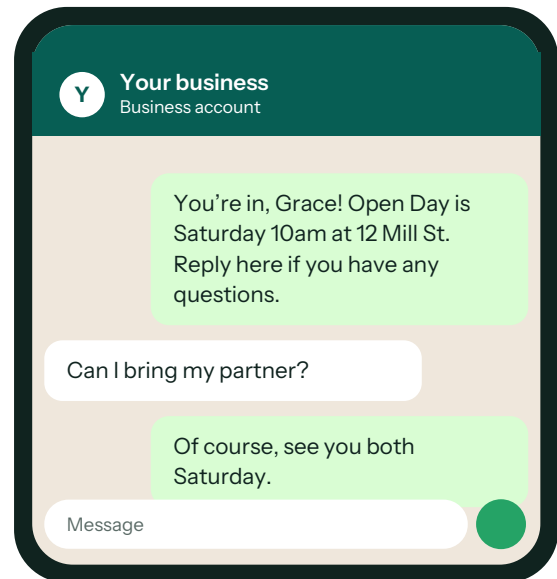
Follow up

After the event: replay link, slides or the next step.

4

Handle replies

Questions like “Can I bring a friend?” go to your team.



A fictional example. Write templates in your own voice and get them approved by Meta.

Stops when

Event date passes and the follow-up is sent, or the attendee opts out.

05

Data you need

Each item is a column in your Google Sheet, a field from Zapier or a Shopify property. Only the WhatsApp number is required.

- First name
- WhatsApp number
- Event name
- Date and time
- Join link or address

06 Set it up in ConvoHut

- [] Send registrations to a sheet.
- [] Create confirmation, reminder and follow-up templates.
- [] Build the journey with waits based on the event date.
- [] Test with a registration of your own.

07 The message sequence

Example templates. `{{variables}}` are filled from your sheet or store. Submit each one to Meta for approval.

1. Immediately on registration

UTILITY · `event_confirm_v1`

You're in, `{{first_name}}`! `{{event}}` is on `{{date}}` at `{{time}}`, `{{location}}`. Reply here with any questions.

2. Day before (from a due list)

UTILITY · `event_reminder_v1`

See you tomorrow, `{{first_name}}`: `{{event}}` at `{{time}}`, `{{location}}`. Can't make it? Just reply.
Buttons: I'll be there | Can't make it

3. Day after

MARKETING · `event_followup_v1`

Thanks for coming, `{{first_name}}`. Here's the recording and next steps: `{{link}}`

08 Example sheet

Only the phone column is required. Example data only.

first_name	phone	event	date	time	location
Grace	+614... ..	Open Day	Sat 4 Oct	10:00am	12 Mill St
Omar	+614... ..	Open Day	Sat 4 Oct	10:00am	12 Mill St
Zoe	+614... ..	Webinar: Pricing	Wed 8 Oct	6:00pm	Zoom link

09 Build it in ConvoHut, node by node

TRIGGER	New Sheet Row	Registrations sheet: confirmation journey.
SEND MESSAGE	event_confirm_v1	
END FLOW		
TRIGGER	New Sheet Row	Second journey on a “due tomorrow” tab your event tool fills each afternoon.
SEND MESSAGE	event_reminder_v1	
WAIT FOR REPLY	Timeout: 12 hours	
NOTIFY ME	On reply	For “can’t make it” replies.
END FLOW		

10 Branches

ON REPLY

Cancellations and questions reach your team, who can free up the spot or answer.

ON TIMEOUT

Nothing more is sent before the event. The follow-up goes as a separate campaign.

ON OPT-OUT

The contact leaves the journey and is excluded from future marketing messages.

11 Mistakes to avoid

- Leaving the address or link out of the reminder.
- Only reminding once, a week before.
- Waiting days to follow up.

12 Measure and improve

What to measure

- Registrations
- Attendance rate (from your event tool)
- Replay views or next-step clicks
- Replies

Good practice

- Remind twice: the day before and an hour before.
- Put the join link or address in every reminder.
- Follow up within 24 hours.

13

Variations to try

- Real estate open homes
- Gym open days and trial classes
- Webinars and online workshops
- Schools and course information sessions

14

Questions

Can the reminder use the event time from my sheet?

Use your sheet's event time in the message text. For timed reminders, add rows as a due list (for example, tomorrow's attendees each afternoon) or use waits in days, hours and minutes.

Can I invite my whole list?

Yes, as a campaign to contacts who opted in to marketing messages.

15

Responsible messaging

Consent first

Only message people who have given you their WhatsApp number and agreed to hear from you. Include a clear way to opt out of marketing messages, honour opt-outs immediately and keep sensitive personal details (such as health information) out of messages.

16

Your next steps

1

Pick a journey

Choose the follow-up with the clearest goal for your business.

2

Connect your data

A Google Sheet, Zapier app or Shopify store. Only the phone number is required.

3

Go live in a week

Get templates approved, test with your own number and switch it on.

READY TO START?

Start your 7-day free trial

Free onboarding, training and Meta verification help on every plan. Connect your number in about 15 minutes.

dashboard.convohut.com · Book a demo: convohut.com/demo