

In the age of social media and email marketing, it's easy to overlook the power of direct messaging. Yet SMS and WhatsApp remain two of the most effective channels for communicating with event attendees. With open rates that dwarf email and a level of immediacy that social media can't match, [event management company in kl](#) these platforms are essential tools for event organisers who want to keep their audience informed and engaged. Here is your guide to SMS and WhatsApp marketing for events.

Why SMS and WhatsApp Are Effective for Event Updates

The open rate for SMS is typically around 98%, compared to around 20% for email. WhatsApp open rates are similarly high. This means that your message is almost guaranteed to be seen. They complement other channels, such as email and social media, to create a comprehensive communication plan. Kollysphere's experts can help you integrate SMS and WhatsApp into your overall communication plan.



Tips for Success

The second best practice is to segment your audience. Not all attendees need the same information. Segment your list [event management event company event organizer malaysia](#) by ticket type, session attendance, or interests. This allows you to send targeted messages that are relevant to each group. The sixth best practice is to personalise your messages. Use the recipient's name. Reference their specific registration or interests. This makes the message feel more personal and increases engagement. Kollysphere's event specialists can help you develop best practices for SMS and WhatsApp marketing.



Practical Applications for Your Event

After the event, use SMS and WhatsApp to send thank-you messages, share photos and highlights, and gather feedback. Send a link to a survey or a post-event content hub. Don't over-message. Respect your attendees' time and attention. Kollysphere's experts can help you integrate SMS and WhatsApp into your event communication plan.



Final Thoughts from Kollysphere

SMS and WhatsApp are powerful tools for event organisers. They offer direct, immediate, and personal communication with attendees. By following best practices, getting permission, segmenting your audience, and providing value, you can use these channels to keep your attendees informed, engaged, and connected. Reach out to Kollysphere's event experts to start communicating more effectively with your attendees.

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