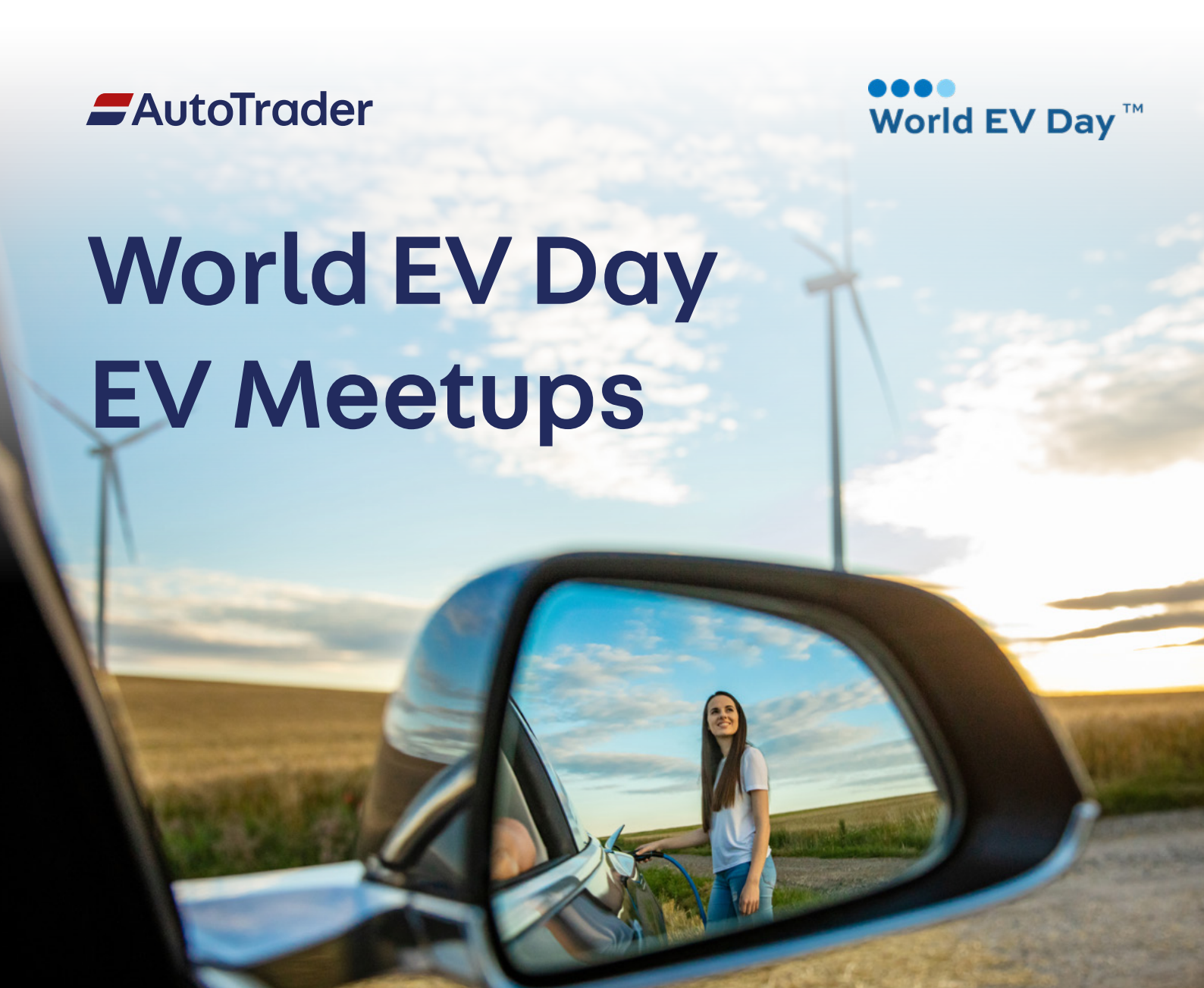


World EV Day EV Meetups



What is an EV Meetup?

EV Meetups are part of World EV Day, the annual global celebration of electric vehicles that occurs on the 9th of September, that Auto Trader are proudly supporting as headline partner. EV Meetups bring together those in the EV space, including owners, with those yet to experience EV ownership for a series of free-to-attend, public-facing events.

These events can take a variety of forms, from meetups in a car park to 100-mile road trips or gatherings at retailer forecourts with all meetups helping to drive awareness and adoption of EVs across the globe.

EV Meetups offer those of us in the electric vehicle sector, whether a retailer, manufacturer or CPO, an opportunity to engage with those already on their electric journey and those looking to take their first steps into EV ownership, all under the umbrella of World EV Day.

Why should you run an EV Meetup?

Organising an EV Meetup not only helps to spread awareness of the benefits of electric cars but also helps to position you as a partner to consumers on their electric journey and cement you as the place to go with their EV questions and to purchase their next electric car from. You'll also be positioning yourself as a part of a truly international event that sees engagement across the globe.



A step-by-step guide to organising an EV Meetup



01

Plan your EV Meetup

Crafting an EV Meetup is simple, and you can be as creative as you want to be to best express your brand.

But at its heart, an EV Meetup needs to get consumers engaged with EVs and the best way to do this is to get consumers behind the wheel.

There will be consumers who are keen to come to you to drive a selection of electric cars but it's important to appeal to those who might not be so keen – they'll be your buyers in a few years down the road and this is your chance to win them over! So, consider adding in some more features to entice more people to attend.

TIP: This year's World EV Day is on a Monday so we'd suggest running your meetup on the weekend before to ensure as many consumers as possible can join your meetup and experience an EV.

Introduce child-friendly activities to your Meetup (anything from colouring in competitions to treasure hunts) to bring in families.

Why not have some food and drink available, it's not too late to think about a BBQ or ice cream van.

TIP: Consider engaging with EV owner groups and having them attend your meetup to engage with consumers and share their experiences of EV ownership – you could even run a panel discussion with owners and promote the session to your audience.

The key is to make people want to come to your EV Meetup and, of course, engage with you.

But they won't come if they don't know about it so...

02

Time to get promoting

EV Meetups will be happening across the globe on the **7th, 8th and 9th of September** but you don't need to worry about attracting a global audience. Focus on promoting your EV Meetup to your local audience.

Utilise your existing marketing channels including email and social to spread the word of your EV Meetup and highlight what you will be offering on the day with clear call to actions e.g. Contact us to book your no-obligation test drives.

And whilst you're at it why not consider

- To help you promote your Meetup, you can download an asset pack from the World EV Day TM website. Simply click the link below and fill in the form and you will receive your asset pack to help promote the EV Meetup and that you are part of the global sustainability event that is World EV Day TM.
- Simply enter add the code **ATMEETUP** when asked about your plans for the day.
- Download asset pack [here](#)
- But don't stop there, get promoting through local media to ensure that you are reaching a wider audience and bringing new people to your forecourt.



03

Prepare for the day

First up, make sure all members of your team are clued up on your EV Meetup so that those answering calls and emails are in the know and can help consumers with any enquiries.

You'll also need to have a test drive route planned for consumers. We'd suggest planning a route that allows a mix of fast and slow driving to give consumers the real experience of driving an EV.

And with that, make sure you have your EVs all prepped and ready and that they are clean and charged for the busy day ahead. If you have an EV charger onsite make sure that this is also clean and accessible so that you can demonstrate how to charge an EV to those consumers just starting out on their EV journey.

04

Make sure your teams are clued up on EVs

You will likely find that consumers at your Meetup will have many questions about the EV ownership experience and your teams need to be on hand to answer these questions and dispel EV myths.

Will I have enough range? Will the battery last? How can I charge an EV?

These are just some of the questions your teams need to be able to respond to and to help you, we've got all the answers you need right [here](#)

But one of the most important questions you'll need to be able to help consumers with is around the financial side of EV ownership, specifically addressing the savings that EVs offer in terms of running costs which combat any consumer concerns about upfront cost.

You can discover all you need to know about EV running costs [here](#)

By answering consumer's questions you'll be positioning yourself as the go-to for their future EV needs.

TIP: Be sure to share some of the tools consumers can use to help with electric vehicle ownership e.g. our UK charging points map and guide [here](#)



05

It's live day

After all your preparation the day is finally here so open up those doors and get set for your Meetup.

We're sure you'll have people coming in who are looking to take their first or next step on their electric journey but don't forget to promote the event on the day to passers-by or anyone visiting your forecourt.

Be sure to document the day and share on your social media channels with [#worlddevday](#)

This is a day to get consumers experiencing EVs, so we'd suggest taking people through the ownership experience and seeing if an EV is right for them.

But at the end of the day remember to get the contact details of attendees and ensure you...

06

Don't let attendees become strangers

Now you've engaged with a new group of potential EV buyers it's important to ensure you maintain contact with them so that, when the time comes, they come to you to buy their next or first EV.

Drop them an email after your Meetup asking how they found it and asking if they have any questions you can help with on EVs. Remind them to come to you for any questions in the future.

Remember though, EV Meetups are designed to be an obligation-free opportunity for drivers to understand more about electric vehicles in a low pressure environment, so whilst it's important to reach out afterwards, be patient with wanting to see returns on this investment of your time.

