Creating Experiences That Transform

Virtual Event Strategy



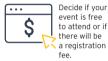
What is your goal for your virtual event? What do you want to accomplish?







FEE OR FREE?





PLATFORM CHOICE

Which live streaming platform would best fit vour event?

How do you want your

attendees to interact?



RUN OF SHOW - DO YOU HAVE ONE?

How do we condense from an in person event?

How do we avoid screen fatique?





- a plan:
- marketing production
- · project management
- speakers
- sponsors desian





REGISTRATION

Should we incorporate fielding questions? Does your registration platform communicate with your virtual event platform?



Sending virtual invitations. reminder emails and an intro video to show your audience how the platform will work.



SHOW PREP

Organizing and gathering brand elements and show content, intro videos and presentations.



Deciding what's pre-recorded and what's live



REHEARSAL AND TECH CHECK

Internal run through of the show. Making sure everyone has has good audio. internet connection and sufficient lighting.



FOLLOW UP

10

Send thank you emails to all event participants and follow up with a feedback survey and details of your next event.



