

Creating Experiences That Transform

Virtual Event Strategy

1

ESTABLISH YOUR VIRTUAL EVENT GOALS AND OBJECTIVES - WHY?

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



2

DEFINE TARGET AUDIENCE

Who's your audience? How many will attend?

LARGER EVENTS
200+

How many people will attend?

SMALLER EVENTS
1-200

3

FEE OR FREE?



Decide if your event is free to attend or if there will be a registration fee.

4

PLATFORM CHOICE

Which live streaming platform would best fit your event?



How do you want your attendees to interact?

5

RUN OF SHOW - DO YOU HAVE ONE?

How do we condense from an in person event?

How do we avoid screen fatigue?



6

VIRTUAL TEAM

Define roles & create a plan:

- marketing
- production
- project management
- speakers
- sponsors
- design



7

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.

8

SHOW PREP

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



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

9

REHEARSAL AND TECH CHECK

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



10

FOLLOW UP

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

