How to Run a Successful Virtual Event

DIGITAL MEDIA SYNC

These Days Most Events Are Still Virtual

And more than likely will continue to be

Create a Plan

- Establish a format.
- Determine platform
- Assign roles pre, during and post event
- Define access
- Pick a time
- Collect Data (Register)

Create a Plan

- Document promotion plan
- Test out the Technology
- Will people still have access to the event once it's over?
- Revisit Data
- Say THANK YOU

Establish A Format

- Presentation
- Discussion
- Interview
- Panel
- Mixed Bag
- Will Q&A be involved?
- Networking/Mingling

Establish A Format

If this runs more than an hour, leave some time to take a break.

If this runs for more than two hours break event up into 20 minute chunks.

Determine Platform(s)

- Livestream
  - Social Platforms (Facebook Live, Instagram, Twitch, Twitter, YouTube)
- Closed
  - Zoom, Hivebrite, IBM Cloud, WebinarNinja, Teachable
- Multi-streams
  - Streamyard, Retream.io, Crowdcast

TEST OUT THE TECHNOLOGY

- Internet
- Platforms
- Lighting
- Audio

Define Access

- Is it free
- Is there a cost/donation
- Is there an early bird special discount
- Is there tiered entry with special access

Provide Accessibility!

- Closed Captioned
- Visuals that are easy to see
  - Fonts easy to read
- Provide documents in advance

Read up on this:

Respectability.org

Pick A Time

When picking a time and date, think about the day-to-day activities of your audience. If you're appealing to the 9-to-5 crowd, Monday is probably not going to work. But later in the week, when they're needing a mental break from their workload? Much better.

Keep time zones in mind, too. If you're based on the East Coast, starting an online event at 9am will most likely be too early for attendees on the West Coast

Promotion Plan and Calendar

- Be sure to have a plan
- Everyone involved in the event should know the plan, the timeline and their role

Promote Early, Promote Often

According to Adobe, registrations tend to spike two-to-three weeks before an event. So it's a good idea to ramp up around this time.

Which means when do you start promoting?

Promotion should be constant and consistent.

Collaborative

Register, otherwise known as Collect Data

Registration should be simple on side of attendees and connect to the database of the organization on your end.

- Name
- Email
- Phone
- One or two questions

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Resources:

Hootsuite Blog: How to Host a Successful Virtual Event, Tips and Best Practices

https://www.eventbrite.com/blog/tips-and-tricks-to-hosting-a-successful-online-event/

https://blog.marketo.com/2015/07/size-matters-how-to-a-run-virtual-event-with-18000-registrants.html

Resources:

https://nhvknown.com/digital-media-sync/

https://www.capterra.com/sem-compare/event-management-software?gclid=Cj0KCQjwo6D4BRDgARIsAA6uN1-VShPyTBYJVDldg8egVBrJ1UfpWOgf_8e9JCGq9rTteFoJCZlBTkkaAiYfEALw_wcB

https://blog.marketo.com/2015/07/size-matters-how-to-a-run-virtual-event-with-18000-registrants.html

https://www.softwareadvice.com/virtual-event/