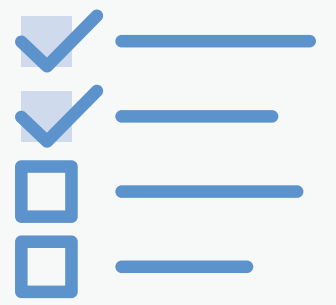


How to Plan a Virtual Event



12 weeks

- Establish virtual event goals and objectives
- Develop virtual event concept: Theme and title of event
- Choose event format: Webinar, conference, hybrid event
- Choose event platform
- Create event budget and timeline
- Choose a time and date
- Create content/speaker and entertainer wish list and B list, with budget limits for each
- Create sponsor wish list and benefit levels and initiate sponsor outreach
- Identify team and contractor roles
- Understand and define target audience
- Initial marketing: Save the date, direct marketing to existing lists (or email newsletters)
- Set registration pricing and ticketing

8 weeks

- Solidify physical venues necessary for hybrid events
- Determine AV/production and technology needs associated with venues or individuals presenting
- Solidify speakers, MCs, staffers who will moderate
- Develop attendee engagement strategy
- Collect completed contracts and agreements from sponsors, presenters, paid contractors
- Collect logos, speaker photos, and other collateral for event promotion and day-of usage
- Widen marketing to new populations beyond those typical at face-to-face event
- Market the event with teases: Speaker reveals, panel topics, registrant benefits
- Market registration deadlines (especially if there are early-bird prices or benefits)

Final 4 weeks

- Test-run sound and video with speakers and staffers
- Test-run the event within your chosen event platform, adjusting capacity as needed
- Familiarize with your event platform's streaming features and/or additional streaming options you plan to deploy
- Develop internal communications flow for during-event issues (routing questions or attendee inputs to moderators, for instance)
- Communicate to registrants how the event will function -- how to register and participate
- Continue marketing the event in short-turnaround outlets (social media), reinforce event hashtag
- Test attendee engagement tools and features (polls, surveys, etc.)
- Plan attendee data collection strategies and post-mortem questions