Tips and Tools for Creating an Awesome Virtual Event Experience

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5 THINGS TO KNOW TO GET STARTED
1

CHOOSE THE RIGHT TOOL
Timeliness and Urgency
THE ROLE OF AN EVENT

TO DO BUSINESS

TO LEARN

TO ADVANCE A CAREER

TO ADVANCE AN ISSUE OR POLICY

TO GAIN IDEAS AND INSPIRATION

TO MAKE SOMETHING

TO MOTIVATE

TO BE WITH LIKE-MINDED PEOPLE
<table>
<thead>
<tr>
<th>Features Needed</th>
<th>Board Meeting</th>
<th>Webinars (Speaker Only)</th>
<th>Interactive Sessions</th>
<th>Full Virtual Event with Exhibitors</th>
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</thead>
<tbody>
<tr>
<td>Share Presentations</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Q&amp;A, Polling</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>See everyone in the meeting</td>
<td>X</td>
<td></td>
<td>X</td>
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<tr>
<td>Collect participant feedback</td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Ability to load pre-recorded sessions and archive</td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Registration and eCommerce</td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Ability to track user data</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Access to vendor materials and interaction with exhibitors</td>
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<td>X</td>
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<tr>
<td>Matchmaking and appointments</td>
<td></td>
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<td>X</td>
<td>X</td>
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<tr>
<td>Timeline to Produce</td>
<td>24-48 Hours</td>
<td>10 Days</td>
<td>30 Days</td>
<td>Minimum 3 Months</td>
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2

CHOOSE THE RIGHT CONTENT
The best events serve as platforms to further the mission of the organization and accelerate the industry they serve.
<table>
<thead>
<tr>
<th>Question</th>
<th>Question</th>
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<tbody>
<tr>
<td>What are you trying to accomplish?</td>
<td>How does your event deliver on the larger organizational goals?</td>
</tr>
<tr>
<td>How do you want attendees to feel at the conclusion of the event?</td>
<td>What do you want attendees to walk away with?</td>
</tr>
<tr>
<td>How do you want your exhibitors to feel at the conclusion of the event?</td>
<td>What do you want exhibitors to walk away with?</td>
</tr>
</tbody>
</table>
1. Length of Event
2. Timing and Day Parts
3. Formats
4. Mandatories
5. Policies
STRATEGIC CURRICULUM DEVELOPMENT

MACRO

META

MICRO
GOING BEYOND WEBINARS

IF YOU ARE LOOKING TO...
Stoke lively community conversation

Consider a Multi-Speaker Panel Discussion

- Ideal to host conversations that matter
- Opportunity for an attendee chat
- Designate chat animators
- Pre-recording means speakers can participate in the chat!
Host roundtable discussions

Consider Video Chat Breakout Rooms

• Opportunity to tackle meaningful challenges
• We recommend selecting a designated facilitator in each room
• Consider having each group answer a set of questions
Hold a summit-style event

Consider a multi-format approach

• Part 1: Framing the issue - pre-recorded speaker panel
• Part 2: Roundtable discussions - breakout video chat
• Part 3: Summary of perspectives - live recap
Have a little fun with it!

• Present awards
• Provide additional content during “breaks”
• Pepper in community announcements
PREPARE YOUR SPEAKERS
1. Speaker Agreements
2. Presenting on Camera
3. Technical Rehearsals
A case for pre-recording

1. Speakers are generally less nervous
2. More flexibility in scheduling
3. Ability to do post-production editing
4. Speakers are available for a Q&A and/or attendee chat

If you choose to pre-record, we recommend having a “session director” recording with your speakers
PREPARE YOUR AUDIENCE
1. Clear Instructions
2. Test System
3. Engagement
INTELLECTUAL

PHYSICAL

PHYSIOLOGICAL

EMOTIONAL

4 Dimensions
5

TEST, REHEARSE, PRACTICE
The more comfortable you are, the calmer you will be when something goes wrong.
SOME ADDITIONAL
FOOD FOR THOUGHT
Pricing your Virtual Conference

Opportunity to benchmark against your in-person conference

- Make sure you are delivering comparable value
- Making use of discount mechanics
  - “This event is free, thanks to our sponsors!”
  - “We’re discounting our inaugural virtual conference!”
- No “one size fits all” approach
Some Possible Sponsor Benefits

- Full session development
- Co-presenting a session
- Data from the event
- Video advertisements
- Sponsoring tickets
- Marketing emails to attendees
What do we gain by going virtual?

- Ability to access a wider community
- Potential for just-in-time delivery
- Data!
- Content to repurpose
- Entirely new sponsor benefits
- Easy access for attendee next steps
Further Resources

Articles

- How to bring sponsor value into virtual events
- How to design virtual conferences sessions for different outcomes
- How to rethink your content for virtual engagement
- Tips for hosting a great virtual meeting

Upcoming virtual events

- How to go virtual (while still creating an engaging experience)
### Parting Gift: Checklist for Getting Started

<table>
<thead>
<tr>
<th>To-Do</th>
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<tbody>
<tr>
<td>What is the main purpose of our event? What does our audience want to accomplish?</td>
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<tr>
<td>Publish papers</td>
<td>Collaborate on Ideas</td>
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<tr>
<td>Make Sales</td>
<td>Find Jobs</td>
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<tr>
<td>Accreditation/CEUs</td>
<td>See Demos</td>
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<tr>
<td>Advance Career</td>
<td>Advance Issue or Policy</td>
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<tr>
<td>How will we measure success?</td>
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<tr>
<td>What is the audience level of comfort with technology?</td>
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<tr>
<td>What are the most meaningful experiences in our schedule that we want to replicate?</td>
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<tr>
<td>What do we want our schedule to look like?</td>
<td></td>
</tr>
<tr>
<td>One day?</td>
<td>One Track?</td>
</tr>
<tr>
<td>One week?</td>
<td>Multiple Tracks?</td>
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<tr>
<td>Many weeks?</td>
<td>How many sessions?</td>
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<tr>
<td>Year-round?</td>
<td>Timing? (think time zones)</td>
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<tr>
<td>How many people do we anticipate attending at once?</td>
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<tr>
<td>How many people to we anticipate attending on-demand?</td>
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<tr>
<td>Evaluate tools – what is the best fit to accomplish our audience needs? Do we have anything in-house that will meet our needs?</td>
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<tr>
<td>Do our speaker agreements include a provision for live streaming and recording?</td>
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<tr>
<td>Will our speakers be comfortable speaking virtually?</td>
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<td>(Regular event planning – run of show, photos/bios, descriptions, website, invitations, registration)</td>
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<td>Technical logistics with your tool provider of choice, including troubleshooting and bandwidth planning</td>
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<tr>
<td>Create speaker guides</td>
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<tr>
<td>Speaker rehearsals (1 week prior to live event)</td>
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<tr>
<td>Reminder notices with system test information, user guides, and FAQs</td>
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<tr>
<td>Hold event (All speakers log into platform 30 minutes prior to their session start)</td>
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<tr>
<td>Post-event engagement – links to recordings, answer questions</td>
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</tbody>
</table>

360livemedia.com/virtual
QUESTIONS?

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Thank you for participating!

If you have any suggestions for additional COVID – 19 webcast topics, please email them to Karen Bernstein, ASAE senior learning manager at: kberstein@asaecenter.org