



HOW TO ACHIEVE REAL-WORLD SUCCESS WITH VIRTUAL EVENTS

THE 3-STEP PLANNING PROCESS CHECKLIST FOR VIRTUAL AND HYBRID EVENTS



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STEP 1: PRE-EVENT PLANNING



- Define event purpose and goals
- Determine your audience
- Develop event budget
- Set event date
- Find a delivery platform
- Build an event content plan
 - Determine speakers
 - Set session lengths
 - Leverage different formats: presentations, panels, recorded videos
 - Conduct technical and dress rehearsals
 - Add engagement tools: chat, live polls, Q&A, reactions
 - Plan to record sessions
- Brand and promote your event
- Acquire sponsors and partners
- Prepare attendees for the virtual experience
 - Email instructions, tutorials



STEP 2: EVENT EXECUTION



- On-site and remote support before, during and after event
 - Assist attendee login and event access
 - Monitor live attendee feedback through chat support
- Direct remote presentations
 - Live camera switching
 - Funnel attendees into breakout sessions
- Attendee engagement
 - Ensure attendees have a way to interact with the content and each other
 - Live polling, Q&A, gamification, social media
- Analytics
 - Capture attendee data: session attendance, length of engagement
- Facilitate networking and 1-on-1 appointments



STEP 3: POST EVENT



- Send "thank you" emails and feedback surveys
- Review analytics
 - Session attendance, length of engagement
- Present results to key stakeholders
- Determine key takeaways for next event



VIRTUAL EVENTS WITH LESS STRESS



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