

Virtual Event Checklist



Before the Event

Establish Your Event Purpose

Align Your Team

- Planners and marketers should be working side by side
- Planners can leverage existing skills (like marketers' familiarity with webinars) and the existing martech stack to help execute virtual events

Determine Event Goals + KPIs

- Business goals may include:
 - i. Brand awareness / lead generation
 - ii. Revenue
 - iii. Product adoption
 - iv. Customer appreciation / loyalty building
 - v. Membership growth
- Attendee goals may include:
 - i. Networking
 - ii. Learning / training
 - iii. Entertainment / celebration
- Adjust KPIs for virtual environment
 - i. Session attendance > virtual session attendance
 - ii. Time in session > time watching session

Create Your Budget

- Your biggest expense for virtual events will now be technology (virtual event platform, streaming provider, etc.)

Build Your Content Plan

- Key considerations include:
 - i. Event duration and agenda
 - ii. Advanced production value and the technology needed to enable this
 - iii. Session formats: keynotes, panels, breakout sessions, etc.
 - iv. Session length: virtual attendees may prefer shorter sessions
 - v. Session engagement opportunities: live Q+A, polling, etc.
 - vi. Speaker training

Plan Your Sponsorship Experience

- Consider offering: sponsored sessions, sponsored ads, virtual trade show space, etc

Promote Your Event

- Build event website
- Launch event registration
- Spread the word using: email marketing, social media, sales teams, etc

Prepare Attendees for the Virtual Experience

- Know Before You Go emails can provide details on how to maneuver through your event (how to join sessions, etc.)

During the Event

Capture Attendee Data

- Use technology to capture:
 - i. Event data: event type, cost, date, location, registration counts, etc
 - ii. Profile data: attendee name, address, email, title, organization, etc.
 - iii. Engagement data: session registration, session attendance and duration, appointments scheduled, feedback submitted

Facilitate Networking

- Types of networking
 - i. Attendee-to-attendee
 - ii. Attendee-to-sales
 - iii. Attendee-to-sponsors
- One-on-one appointment tool can make this easy

Encourage Engagement

- Use a mobile event app that offers live polling, Q+A, and gamification

After the Event

Collect Feedback via Survey

Analyze Data

- See how your metrics compared to the goals you set at the beginning
- Use the attendee and engagement data to build attendee profiles, identify leads and prioritize leads to send to your sales teams

Present Results to Key Stakeholders

- Reference the data you captured and any attendee testimonials you collected