

2020

7 SUCCESS
PRINCIPLES
of a virtual event

CHOOSE YOUR TYPE OF A VIRTUAL EVENT

exclamation
• EVENTS THAT MAKE A POINT

The initial step to help you structure your event is to define what type of event you want to hold.

While they might seem similar at first, when arranged strategically they can generate varied results.

Webinar

offer attendees a single session that can feature Q&As, polls and surveys. It's usually led by one or more speakers presenting the content either live or as a pre-recorded video. Webinars usually gain a high level of attendance due to its' one-off nature.

Virtual

events are built in the way to bring you the closest complete experience

to the offline event. It's a great way to bring together people in your industry to educate and exchange, build plans and agendas, and access information in real-time.

Hybrid

events usually have a primary in-person audience and a remote or online audience. These can be internal or external, and these are typically trainings, sales kick-offs, industry conferences, company events, and more. Depending on the amount of attendees these can require higher levels of video production to stimulate an in-person experience for attendees.

SELECT THE RIGHT PLATFORM

Choosing the right platform is not easy as there's a lot of options available today, but it's essential to the success of your event. Unlike offline, your virtual event platform is the source of all information for attendees from content and livestreams to networking, and much

more. Make sure to request for a demo version and safety regulation policies before making your final decision to avoid any security breaches.

CONTENT IS YOUR EVENT

SCREEN IS YOUR STAGE

When it comes to a virtual setting, your content is your event. Investing

in good keynotes, illustration and design, short videos, and engaging sessions customized for your attendees is pivotal.

Diversify your content by mixing up session types - polls, Q&As, panels, keynotes, VT - this will keep your audience engaged. This comes hand in hand with the ability of how much a screen can project. Think about it from a broadcasting perspective - the design presented on the screen should fit your event and not underestimate it.

BE CONCISE & CREATIVE

As far as creativity, virtual events offer quite a range of tools to keep the participation and engagement rate high. Live polling, gamification, networking and Q&A sessions are all a great way of integration virtually. Capturing someone's attention for a long time virtually can be

challenging, so ideally make sure to keep speakers up to 15 minutes each and try to avoid event duration longer than 3 hours in one day.



PREPARING & ENGAGING

Planning, and organizing a virtual event is not easy. That's why you should spend extra time working on the strategy of the event, and that includes sharing the agenda with all parties involved, creating an interactive design on the website, investing the time in regularly connecting with the team and evaluating the right tools for necessary virtual solutions, and

making sure your speakers are prepared to deliver content 5 days before the event to exclude all potential errors. When sending an invitation add a personal touch to help create that enchanting anticipation for the upcoming event. Getting in touch with them beforehand to learn more about their expectations is also a helpful tactic.

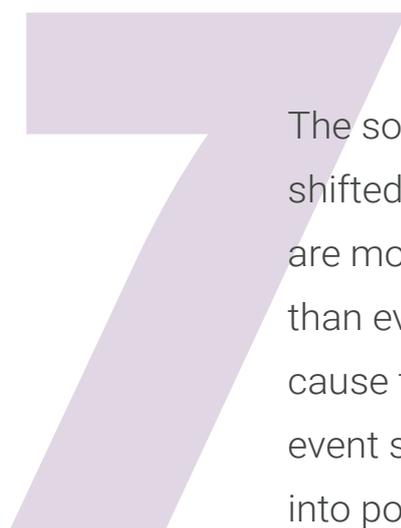
USE FEEDBACK TO YOUR ADVANTAGE



Conducting post event feedback and gathering data is what helps to measure the success of your event. You can calculate the metrics by using event feedback tools and

analyzing your event goals. Using all of the integrated tools on your platform can help consolidate the results.

BE MEANINGFUL & PURPOSEFUL



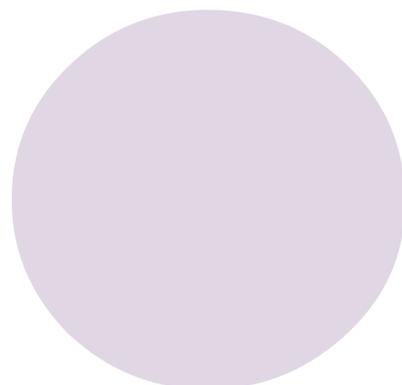
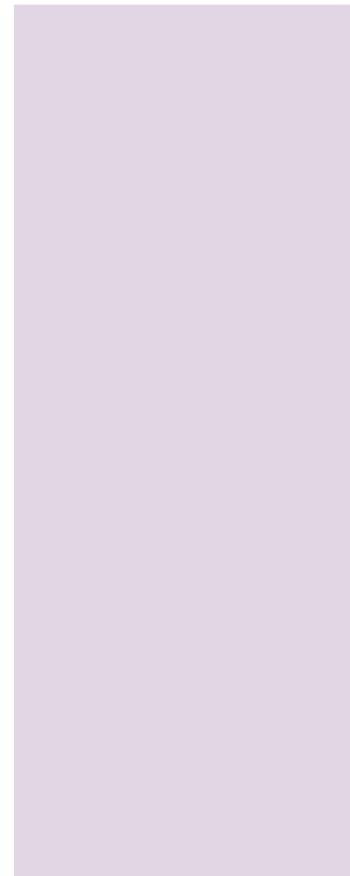
The social agenda in 2020 has shifted drastically and now people are more engaged in social initiatives than ever. Consider working with a cause that best represents what your event stands for and integrate that into positioning your event.

BONUS TIP

Ideally, you should run a couple of tests and rehearsals before any event, offline or online.

For virtual events, the technical aspects play a crucial role in how you will excel your event. Check your speakers, camera, internet connection, any professional lighting you might be using.

For bigger events with larger crews, it's essential to have a back-up networks and devices you use for the event. It's always the best practice to have a pre-recorded rehearsal or a picture of the speaker ready in case the connection drops.



LET US HELP YOU MAKE YOUR EVENT VIRTUAL

Thomas Serrano

President

“Our mission did not change because of Covid-19.

We will continue to listen, innovate, re-think and challenge ourselves until we deliver a meaningful & memorable experience on line or not.”



For more information
visit our website
eventsexclamation.com

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