

How to Effectively Plan and Execute a Virtual Summit?

After the Covid-19 pandemic, virtual Summits are increasingly gaining popularity in the event orb with each passing day. The prevalent virtual shift of events has driven the innovation of superior tools and technologies that have revised the concept of events.

A Virtual Summit is an interactive event that welcomes and brings together a group of individuals with similar interests under one roof to discuss crucial industry-related topics. Like an on-site or physical summit, almost all the elements of a virtual conference are similar, audience, the span of the event, etc. the only significant difference is the venue, of course!

A Virtual Summit can be any format, form, and structure and are generally payment-free, pay-to-attend, or freemium.

A Virtual Summit Platform empowers your attendees to engage, interact, and network through the powerful and innovative tools offered over the virtual platform. So, if you plan to host a successful summit with a global reach, we suggest you go virtual!

Let's dive deep to understand how to effectively plan and execute virtual summits.

How to Plan a Virtual Summit?

Listed below is a well-curated checklist to plan a successful Virtual Summit.

Set your objectives

The first step is to decide the summit goals and objectives. A predetermined objective gives you a clear picture of your requirements and ensures the smooth flow of the event.

Essential questions to ask should include:

- Why are we hosting this event?
- Is it communication-based or product-based?
- Who is it for?
- What is the theme of the event?
- How will the virtual summit benefit your target audience?
- What engagement and networking tools do you want to add to the virtual summit?
- Do you want the attendees to communicate with one another?
- Are you bringing experts together to solve a real-world problem or looking to increase awareness of an industry issue?
- Are you looking to build and unite a community that will generate leads and drive business?

Choose your desired Virtual event platform.

Selecting the most suitable virtual event platform to host your online summit plays one of the critical roles in ensuring the success of your virtual conference. You can select a virtual venue that supports your summit requirements with advanced tools and facilities.

Everhost virtual event platform is designed as one destination for your virtual event. It allows you to build and grow your audience, engage that audience, and maximize the impact of that engagement without having to memorize multiple passwords or learn new skills.

Decide the Event Format

Virtual events can be of different forms and formats. Decide the suitable format for your virtual summit after you have decided on the goals of the event.

There are three major kinds of Virtual Summits.

- Live interaction with your attendees with no edits.
- A pre-recorded format where the summit session is recorded and the unnecessary parts are edited.
- Last but not least, a combination of the aforementioned formats and create a blended design for your virtual summit.

Understand your audience

You need to understand your attendees' needs and wants clearly. Your audience may have a presumed expectation from the upcoming virtual summit. It's essential to identify their presumptions to deliver a great event experience. Also, verify their level of internet accessibility and event tech know-how. Consider presenting personalized content streams based on different attendee profiles when it comes to your audience.

Sourcing speakers

Invite and secure your speakers at least three months before the virtual summit. Doing this will allow you to promote their involvement and build an audience keen to hear them present.

Once you've **requested people to speak and respond positively**, manage your communication with them and book time in their schedule for a rehearsal or post-event follow-up.

Maintaining regular contact will ensure that your speakers can become integral to the summit's promotion and help build your audience in more ways than just appearing on the speaker listing.

Market and Promote

Marketing your Virtual Summit is extremely vital as it will create a buzz for the upcoming virtual event. This can maximize the reach of your summit and gather more registrations. You can employ a combination of platforms to execute different marketing strategies to seize the attention of your audience towards the upcoming Virtual Summit.

Examine the Technical Support

A virtual event platform incorporates numerous technical components for the successful delivery of your event. However, there is always an adverse possibility of technical errors or glitches, even with the best tech team onboard. Therefore, it is crucial to inspect your event tech support by testing it with a dry run. Confirm the efficacy of all the elements and tools before your virtual summit goes live.

Conclusion

You're now ready to host successful virtual summits and wow your target audiences by delivering effortless and quality content delivered in a professional way.

Are you searching for a one-stop virtual event platform to host a fantastic Virtual Summit?

Contact EverHost to take your virtual event experience to the next level.