

Tips and Tools for Creating an Awesome Virtual Event Experience

Beth Surmont, CAE, CMP

Director of Experience Design, 360 Live Media

Arianna Rehak

Co-Founder & CEO, Matchbox Virtual Media

 **asae**® learning

visit ►
asaecenter.org

 **asae**®
BUSINESS
SOLUTIONS



360livemedia.com/virtual



matchboxvirtual.com



**5 THINGS TO KNOW
TO GET STARTED**



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**

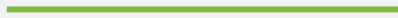
Features Needed	Board Meeting	Webinars (Speaker Only)	Interactive Sessions	Full Virtual Event with Exhibitors
Share Presentations	X	X	X	X
Q&A, Polling	X	X	X	X
See everyone in the meeting	X		X	
Collect participant feedback		X	X	X
Ability to load pre-recorded sessions and archive		X	X	X
Registration and eCommerce		X	X	X
Ability to track user data	X	X	X	X
Access to vendor materials and interaction with exhibitors				X
Matchmaking and appointments			X	X
Timeline to Produce	24-48 Hours	10 Days	30 Days	Minimum 3 Months



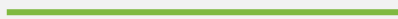
**CHOOSE THE RIGHT
CONTENT**

The best events serve as platforms
to further the mission of the
organization and accelerate
the industry they serve

What are you trying to accomplish?

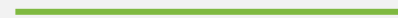


How do you want attendees to feel at the conclusion of the event?

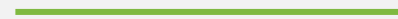


How do you want your exhibitors to feel at the conclusion of the event?

How does your event deliver on the larger organizational goals?



What do you want attendees to walk away with?



What do you want exhibitors to walk away with?

- 1. Length of Event**
- 2. Timing and Day Parts**
- 3. Formats**
- 4. Mandatories**
- 5. Policies**

STRATEGIC CURRICULUM DEVELOPMENT



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



3

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**



PHYSICAL



PHYSIOLOGICAL

4 Dimensions



INTELLECTUAL



EMOTIONAL

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

To-Do			
What is the main purpose of our event? What does our audience want to accomplish?	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; text-align: center;"> Publish papers Make Sales Accreditation/CEUs Advance Career </td> <td style="width: 50%; text-align: center;"> Collaborate on Ideas Find Jobs See Demos Advance Issue or Policy </td> </tr> </table>	Publish papers Make Sales Accreditation/CEUs Advance Career	Collaborate on Ideas Find Jobs See Demos Advance Issue or Policy
Publish papers Make Sales Accreditation/CEUs Advance Career	Collaborate on Ideas Find Jobs See Demos Advance Issue or Policy		
How will we measure success?			
What is the audience level of comfort with technology?			
What are the most meaningful experiences in our schedule that we want to replicate?			
What do we want our schedule to look like?	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; text-align: center;"> One day? One week? Many weeks? Year-round? </td> <td style="width: 50%; text-align: center;"> One Track? Multiple Tracks? How many sessions? Timing? (think time zones) </td> </tr> </table>	One day? One week? Many weeks? Year-round?	One Track? Multiple Tracks? How many sessions? Timing? (think time zones)
One day? One week? Many weeks? Year-round?	One Track? Multiple Tracks? How many sessions? Timing? (think time zones)		
How many people do we anticipate attending at once?			
How many people do we anticipate attending on-demand?			
Evaluate tools – what is the best fit to accomplish our audience needs? Do we have anything in-house that will meet our needs?			
Do our speaker agreements include a provision for live streaming and recording?			
Will our speakers be comfortable speaking virtually?			
(Regular event planning – run of show, photos/bios, descriptions, website, invitations, registration)			
Technical logistics with your tool provider of choice, including troubleshooting and bandwidth planning			
Create speaker guides			
Speaker rehearsals (1 week prior to live event)			
Reminder notices with system test information, user guides, and FAQs			
Hold event (All speakers log into platform 30 minutes prior to their session start)			
Post-event engagement – links to recordings, answer questions			

QUESTIONS?

beth@360livemedia.com

arianna@matchboxvirtual.com



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: kbernstein@asaecenter.org