

# Virtual Events Checklist



Making the leap to a fully virtual event? We're here to help that transition with a checklist of preparation tips we've gleaned from other event organizers who have also gone the fully remote route:

## Before you start setting up your event:

- Consider what the definition of success looks like for your event. Is it a number of registrants? Is it revenue generated? Is it a level of engagement?
- Decide on a theme for your event. You may have multiple topics to discuss, but consider an overall theme to tie everything together.
- Ensure your planning team knows who will be accountable for what aspects of your event before, during, and after. Communication is key, and with so many moving parts you'll want to ensure everyone is knows what everyone else is accountable for within the process.
- Create your event website.
- Establish if you will need an outside registration platform for any reason, such as different attendee ticket types. Some registrations softwares also give options for collecting donations or selling merchandise.
- Identify speakers and topics that will be most beneficial for your attendees. Have a wishlist of dream speakers you think might not be attainable? It's likely with a virtual event that these people's schedules may be more flexible.

## During event organization:

- Choose the right video/streaming/webinar platform for your event sessions, such as Zoom, GoToMeetings, YouTube, Vimeo, etc. Think about the range of tech knowledge within your participant base and look for intuitive options with user guides you may be able to share.
- Add all of your event data, such as sessions, speaker information, and any artist or sponsor details, to your website. Having sponsorship for your event or specific sessions adds support for your organization and the ability to showcase others within your industry that participants might otherwise not know about.
- Send invitations to your event participants with helpful links for registration.
- If possible, hold a "What to Expect" webinar, or send a supporting email, at least a week before your event to introduce yourself and your team to attendees, and to give a big picture overview of participation expectations and how the event will flow.
- Check in with your team to address any concerns or pain points prior to the event. If there are any loose ends that need to be addressed, now is the time to get those sorted.



## Prior to your event starting:

- If you're using an event hashtag, make sure all marketing communicates how users can share their experiences with appropriate marketing and social media tools.
- Create a "help desk" space within your event and communicate how to access that to all participants. Make sure your team have a set schedule to staff that during your event.
- Ensure speakers have access to, and familiarity with, your video platform. If they have supplemental materials, presentations or files, it's good to acquire a copy as backup in case of an unstable connection.
- Assign a host or moderator for each sessions to moderate any chat functionalities of your video platform, assist in Q&A, and provide back up and technical support for speakers and attendees.
- Make sure video or webinar links to each session are readily accessible so no one needs to search frantically during the event.
- Set up your preferred method of feedback collection to send out after the event - this can always be done per session, or for your overall event. Attendee feedback and speaker feedback alike are valuable as you assess how to move forward with your next virtual event.
- Complete one last pre-event check in with your organization team to make sure everything is ready for your start date. Can everyone access webinar or session links? Is all session or event material downloadable or viewable in the correct place?

## After your event:

- Send thank you emails to participants.
- Start feedback collection.
- Meet with your organization team to discuss how everything went. What could you have done better? Where did you knock it out of the park?
- Post any recordings or materials for attendee or archive access.
- Start thinking about your next event!

