

A Pivotal Moment

HOW TO SHIFT YOUR IN-PERSON EVENT TO A VIRTUAL ONE

From in-person to online. No big deal. No pressure. You're just rewriting your company's entire event playbook. The good news is...you're not alone. We're all in the same boat. So how do you put your best virtual foot forward when shifting from big venues to little screens?

Reimagine the Experience

On-screen is different than in-person. Passively watching a video or a PowerPoint with an off-camera voice can lead to viewers multitasking or leaving.

A virtual event needs to be designed the same way a physical event does. Don't just emulate a physical conference. This has been tried and found lacking. Instead, create a new way to engage with your brand.

"Despite the hurdles we faced on the path to this monumental shift, we realized there was an opportunity to do something special."

— SALESFORCE, *HOW TO TURN AN IN-PERSON EVENT INTO A COMPELLING VIRTUAL EXPERIENCE*, MARCH 24, 2020

"Streaming content is easy, but how do you build in two-way interaction?"

Think Holistically

To develop a successful virtual event, you need solid strategies not just for the overall program, but for:

Promotion—Just like in-person events, virtual events need targeted, effective promotion or attendance will suffer.

Programming—Content is King. Compelling content is your event in a virtual setting. Strive for strategic, authentic, relevant, target audience-centric storytelling.

Production—Carefully consider what your event is going to look like and what the production value should be. Define the branded, visual experience in detail.

Engagement—A format that facilitates sustained interest of virtual attendees is essential. Creative still matters online. Strive for a high-level of interaction to compensate for the lack of in-person contact.

Measurement—Capturing attendee data and measuring engagement is the only way to prove ROI. And don't forget to ask for feedback!

Make it Personal

When you design your virtual event, keep these best practices in mind.

Maintain a human connection—A moderator can help you “connect the dots” and personify your brand.

Shorten everything—Attention spans are shorter online, so make sure your communications are crisp and focused.

Keep it social—Social media channels can help you create a sense of community while providing an opportunity for digital networking between attendees.

Provide access to experts—Give attendees real-time access to your SMEs and let them book one-on-one consultations that result in qualified leads.

Think evergreen—Make sure you design your content, so it can live on after your virtual event.

content is king

Make sure yours is:

UNIQUE
FOCUSED
EXCLUSIVE
CUSTOMIZED
LOCALIZED

Make it interactive
by integrating:

Q&A
SURVEYS
CHAT
VOTING
QUIZZES

engagement is essential

While in-person experiences can never be replaced, digital will undoubtedly take on a more integral role in future events. Who knows? We may be entering a whole new era of hybrid events. During this unprecedented time, as you transition your in-person events to virtual events, be bold and reimagine your audiences' experience. ■

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