

PLANNING A VIRTUAL EVENT?

Our team have been producing A LOT of virtual events recently, and are ready to deliver more hybrid events in future.

With their ability to deliver huge increases in audience reach and awareness of event technology growing, we believe the expansion of virtual and hybrid events is here to stay.

Whether you're new to delivering your event in this format or a seasoned pro, we've put together some top tips from Production Guru, Phil, which we hope will spark some ideas to improve your planning.

ADAPT YOUR APPROACH

Be prepared to plan your content differently and tailor delivery for your online audience, rather than replicating your offline event.

Consider your message, delivery and pick the right platform to tie it all together.



SHORTER ATTENTION SPANS

You'll have to work harder to hold an at-home audience's attention.

Mix up the structure of your event, avoiding back to back lectures. Focus on quality of presentations and use live discussions or panel sessions to break it up.

Plan for bite size or condensed sessions to keep up the pace and be sure to provide interactivity and ways to engage your viewers.



CONSIDER YOUR PLATFORM

What platform will best engage with your audience? How do your target audience prefer to consume content and does the platform you're considering allow a seamless user experience?

Consider the opportunities compared to an offline event, such as bigger reach, sponsorship, content re-purposing and data insights gathered from viewing habits and participation. Be sure your chosen platform allows for everything.



SET A BROADCAST TIME

...and promote it.

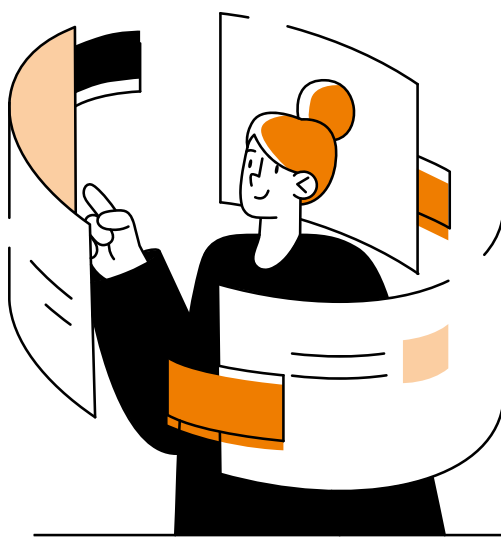
Send calendar invites, reminders and easy to share links for joining.

This allows viewers to set aside the time to attend, creates a community to drive interactivity and results in a wider audience.



LIVE STREAMED DOESN'T HAVE TO MEAN LIVE

Broadcasting your event online doesn't mean everything being streamed has to be live. Pre-recording elements gives presenters the chance to deliver their material to the best of their ability and allows flexibility across time-zones. Seamlessly integrating other media can help create an exciting production and means you can use the live elements to drive engagement and interactivity.



BRAND BRAND BRAND

These events are a great opportunity to get your (or your client's) branding directly in front of your audience.

Use pre-existing promotional videos as introductions or seamlessly add in pre-recorded branded content to drive your message home, create clear instructions and don't fear direct calls-to-action.



REHEARSE

Take the time to have a technical rehearsal with the production team.

Virtual events may be new for some people, so having a run-through helps to make sure everyone is familiar with the technology, how the event will run and put any nerves at ease.



ENCOURAGE ENGAGEMENT

One way to keep viewers watching is to allow interaction. The opportunity to ask questions is a simple first step, and you can go as far as shared whiteboarding or even virtual team building. A benefit of online events is the ability to gather much more quality data and insights to help understand your viewers and learn for future online events.



For support with your event or more information, please contact:

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