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Virtual Event Planning

Virtual Event Planning
CHECKLIST

Feeling a bit nervous about planning your first online event? Or maybe just overwhelmed thinking about moving everything virtual? If you're wondering how to bring your in-person events online after 2020 changed the game, you're in the right place!

Don't stress—we're here to help! We've worked with thousands of event hosts who went from "I've never done this" to "I'm rocking virtual events," and we've put together a straightforward, step-by-step checklist to guide you.

To keep things simple, we broke it down into three easy parts, so you can tackle each one at your own pace. Let's get you set up to become an online Super Host!

VIRTUAL EVENT PLANNING
checklist

Pre-Event Planning

Define Event Goals and Audience

- [ ] **Set Clear Goals:** Identify your primary purpose, like brand awareness, lead generation, or community building, to shape your decisions.

- [ ] **Identify Audience:** Determine who you're targeting and understand their needs, preferences, and expectations.

Event Type, Format, and Venue

- [ ] **Choose Event Type & Format:** Decide if it will be a workshop, webinar, panel, etc. Your format should resonate with your audience and fit your objectives.

- [ ] **Select a Platform:** Choose a virtual event platform that supports your needs (e.g. Remo, Gather, or Airmeet). Look for features such as breakout rooms to live polling and networking lounges.

- [ ] **Set Date and Time:** Pick a date and time that accommodates your audience's schedule. Consider any potential conflicts.

Budget and Event Plan

- [ ] **Plan Your Budget:** List all expenses (e.g., platform fees, marketing, speaker fees) to ensure resources align with your goals.

- [ ] **Create a Detailed Event Plan:** Outline tasks, deadlines, and roles in a central event planner document to keep everything on track.

Recruit Speakers and Sponsors

- [ ] **Curate Content and Speakers:** Pick engaging themes, topics, and expert speakers who align with your goals and can captivate your audience.

- [ ] **Find Sponsors:** Seek sponsors who can add value, such as financial support or giveaways, and highlight them through platform features if available.

Event Agenda and Hosting

- [ ] **Design Your Agenda:** Plan a balanced schedule with a mix of presentations, Q&As, and networking sessions to keep attendees engaged.

- [ ] **Pick a Host:** Choose a dynamic, experienced host to lead and energize the event.

☐ **Develop a Marketing Strategy:** Promote the event via social media, email campaigns, and other channels your audience uses. Remember to highlight key speakers or exclusive content.

☐ **Create Branded Materials:** Design images, videos, and copy that align with your event's branding for easy sharing.

Tech Setup and Rehearsals

☐ **Set Up Tech and Do a Dry Run:** Test your tech setup to avoid last-minute hiccups. Conduct a full rehearsal with your team to ensure everything runs smoothly.

☐ **Organize Communication and Roles:** Set up a single communication channel (Slack, WhatsApp, etc.) for your team and assign specific responsibilities, like tech support and session management.

During the Event

Final Preparations and Kickoff

☐ **Do Final Checks:** Confirm tech, team roles, and agenda before starting to ensure a smooth flow.

☐ **Welcome Attendees:** Start with a friendly greeting and overview to get guests excited.

Engagement and Interaction

☐ **Engage with Interactive Elements:** Use polls, breakout sessions, and live Q&As to keep energy high and attendees involved.

☐ **Gather Real-Time Feedback:** Use quick polls or emoji reactions to gauge engagement and gather instant feedback.

Post-Event Follow-Up

☐ **Send Thank You Messages:** Personalize your messages, highlighting memorable moments from the event to build connections.

☐ **Provide Giveaways:** Show appreciation with digital swag, discount codes, or other tokens.

☐ **Follow Up with Leads:** Nurture relationships by sharing additional resources and staying in touch.

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Need a bit of extra guidance? <u>Get in touch with a Remo team member today</u>, and we'll help you bring your virtual event vision to life!