

THE ULTIMATE VIRTUAL EVENTS CHECKLIST

Virtual Events are Here to Stay! Get Ready for the New Era



2021 Ultimate Guide to Hosting Epic Virtual Events

DON'T DIFFER MUCH FROM A REAL LIFE EVENT



The Ultimate Virtual Event Checklist

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Take what you learned for the next event

mootUP



THE ULTIMATE VIRTUAL EVENT CHECKLIST

A step-by-step checklist to host professional virtual events online.



1. The Overview

The initial planning phase to ensure a successful virtual event.

It's true your to-do list is a lot shorter. For example you don't have to stress with booking a venue, flights or accommodation, catering and any of the other logistics surrounding an in-person event.

Nevertheless, if you want your virtual event to be a success, you still want a reliable strategy and well thought plan. And that's where this Virtual Event Planning Checklist comes in.

We are sharing our experience from thousands of events that have taken place on the MootUp platform. We've supported event agencies, associations, fortune 500s, schools, universities and much more to run successful virtual events that have brought their employees together, promoted brand and company culture, launched products and services and even graduation ceremonies.

With their help and that expertise we've put together a checklist to guide your event planning process so you can deliver the best possible experiences for your attendees, sponsors and stakeholders.

In order to get the most out of this checklist and process we've split the process into 3-parts. Let's dive in **phase one** and start planning!

The initial planning phase to ensure a successful virtual event.

Define your Audience And Audience Size

Who are the people that will be attending your event? And how many of them are you expecting to attend your event? This is extremely important because it will determine the content, the format of the event as well as what support is required.

Identify the Why - What is the purpose of your event?

The purpose of the event can be driven by a pain or a fear of those in the industry you are addressing. The goal does not necessarily have to be unique, it can be anything: getting leads, engaging with your audience, improving your team's building performance, launching a product, promoting company brand and culture. Whatever the reason, write it down as it will drive all your event decisions from here on.

Define your Success Criteria

How Will you determine if your virtual event was successful - Number of attendees? In-event engagements metrics decided by conversations had, media content interactions, Sponsor Booths Visited? Attendees' Satisfaction Scores?



Useful Tip: Use time-converter tools when trying to find the best time for your audience.

A couple examples The Time Zone Converter or Time Difference Calculator from timeanddate.com

Budget

The budget for a Virtual event is different than that of an in-person event. While technology represents an average of only 25% of traditional events, in virtual events, you'll probably spend the bulk of your budget on your technology requirements. If your event is fully digital and not a hybrid then expenses like venues, travel or decoration will be avoided.

Pick a Date and Decide the Length


- Steer clear of dates when you know similar events are already happening
- Choose a time that's convenient for the majority of your audience. Use the details you have about your audience to help determine this.

While deciding the length of the event might seem basic but is key when determining the platform you may use, building the sponsor's plan, type of content and how much time you have to create the content.

Know your Technology Needs

That is what is your event format, what's it going to look like? Here are the things to consider.

- Completely virtual or hybrid event?
- Pre-recorded presentations or live presentations?
- Scheduled presentations
- Networking
- Both Scheduled and Networking

 **Useful Tip:** Use time-converter tools when trying to find the best time for your audience.

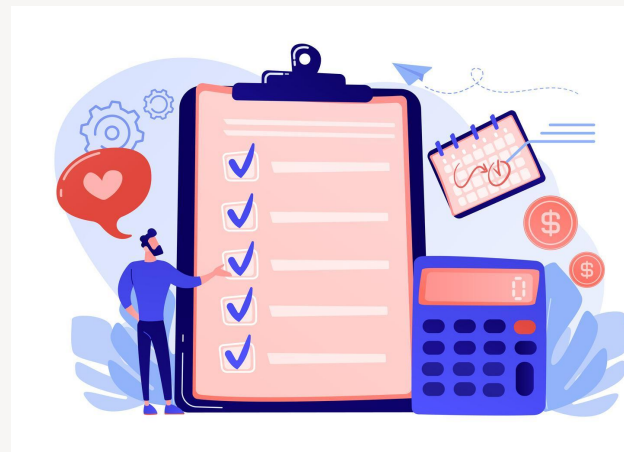
A couple examples The Time Zone Converter or Time Difference Calculator from timeanddate.com Try not to combine virtual platforms for your event. From a technological point of view it may be tough and it can be confusing for both you and your sponsors and attendees. You will want to choose a virtual platform that offers a seamless solution and experience such as MootUp, which combines both presentations and networking flawlessly in the same solution.

Choose a Virtual Event Platform

Your decision for your virtual venue will be based on some key questions, some of which you already decide in the above steps.

- How long will your event run for?
- How many attendees are you expecting?
- What is your event format (virtual, hybrid)?
- What type of content will you be offering (based on your purpose)?

- Do you want to offer gamification?
(ice-breaker games, breakout sessions, escape room like activities)
- Are you collecting Metrics and if so what type of metrics are you looking to collect?
- What is the level of interaction and engagement?
- How much support will you and your invitees need?
- What is the level of immersion - for example 2D Zoom or Microsoft Teams or 3D Fully immersive such as MootUp which offers interactions and engagement just like those in the real world.





Why MootUp?

Give your attendees and sponsors the chance to connect and interact with each other just like they would in an in-person physical event. With fully customizable 3D virtual spaces, group or one-to-one voice and video conferencing, chat, Q&A, private or public audio-zones, interactions such as 3D actions and two-player actions such as hand-shakes, hugs and much more. All this is available on any device from phones, to VR headsets without needing to install any applications.

[Book a Demo](#)



2. Event Coordination

Refine your Virtual Event Overview and event logistics

Find your speakers and sponsors



Build an Event Content Plan

Once you know your audience and goal, focus on building a content plan. Content, drives attendance, engagement, and networking and the quality will determine how engaged your audience is. The success of your event is largely influenced by your content plan, so take it seriously. Pick themes and topics your attendees are interested in.

Put together a Goody Bag

Virtual event goody bags are definitely a thing. Exactly like a physical one, a gift bag can be used to improve brand awareness and boost engagement. This can be anything from a physical gift that you'll ship to your audience to a digital version sent by email or downloaded to their device just try to be creative.

💡 **Useful Tip:** Keep your sponsors and value added to them when looking for virtual event platforms. You want to give your sponsors options to present in engaging ways.



Recruit the right Speakers

Remember your speakers have to be relevant to your audience. Which means you will want them to share your values and those of your attendees and sponsors.

Aim for expert speakers. Those that have unique insights and ideas about their respective topics.

Also, your speakers are not just for during the event. Valuable speakers can help promote the event before, during, and after your event has completed.

Recruit valuable Sponsors

Just like in a physical event, sponsors play an important role. So if applicable to your event consider finding good partners who can offer financial or promotional support. Different organizations may be interested in collaborating with your event. Building sponsorship packages that include sponsored sessions, ads, booth spaces, etc. is a great way to reach out to sponsors.

Marketing & Promotions Plan




Create buzz and excitement about your virtual event

Create branded content

This will be resources such as images, videos, virtual flyers - all using the same branding and tone so you and your team can easily access and use when promoting your event.

Create an Event Landing Page

Make it as easy as possible for your attendees signing up to access the event. A customizable landing page with basic information from the event and a link to access the virtual event platform will make things a lot easier for your audience come event time.

 **Useful Tip:** You know your audience you know where they go, what channels they use and that's where you go to.

Organically Promote your Event

Tell your entire network about your event. There are free ways to do it such as:

- Announcing it on your and your team's social media accounts and your website.
- Remember your speakers and Sponsors, they can help promote the event to their networks. You may want to create a hashtag for them to use when promoting or talking about your event. You can also give them materials to use.
- Event Listing websites and Networking websites.
- Email marketing. If you have existing registered attendees from previous years send them invitations as well.
- SEO is also a powerful tool but only if you use it! SEO optimization is a great way to push your event in front of potential attendees during their web searches.

Advertise Your Event

If promotion is part of your budget then you will want to use different advertising techniques.

- Paid Social Media allows you to buy social media advertisements targeted to your attendees and potential attendees.
- Ad platforms such as Google Ads, Facebook, Twitter as well as LinkedIn Ads

Train your Speakers, Sponsors and Attendees

Run-through is essential. If physical events can have hitches, virtual events can have glitches.

Prepare your attendees

Engage them on Social

Once you have your event schedule more or less mapped out, share it with your networks on social media or even on your registration page.

Have draft emails ready to let people know when your event is and why they should be excited to attend. Here you can mention the speakers and content.

Cold Email Outreach

For already registered attendees you can write a few emails with extra information about the event such as updates that may occur and event reminders. All this will lead to starting the conversation and as a result of that higher engagement and attendance.

Create a Participant's Guide

Having a participants guide will assist in making the experience more easy to follow and enjoyable for your audience. You may create different guides depending on the experience. Things you'll want to include in your guides are:

- Platform navigation.
- Interaction with the platform as well as with other participants.

Train Your Speakers and Sponsors

These can even be meet & greet like sessions in the platform. It will give your speakers and sponsors a chance to interact and get familiar with the platform, test their equipment and setup.

Rehearsals and Dry-runs

Run-through is essential. If physical events can have hitches, virtual events can have glitches.


Doing a check up with the platform technology provider is important for two reasons:



You may detect issues that need to be fixed before the event



You may learn interesting things that will make your event run smoothly.

 **Useful Tip:** Especially with a virtual event we all expect support instantly. So make sure you have someone that can assist with tech support as fast as possible. Besides the included support, we offer a special service at MootUp In-Event Technical Support Staff - so you and your hosts don't need to worry.

Set Up communication channels for your team

Ideally you limit the channels to one to make sure important messages and details aren't being missed especially during the event. A few good options are Whatsapp, Slack, Microsoft Teams, Discord or even a private space in the event platform.

Create your event script

Write down what actions you want to happen, when and who is responsible for pulling them off. This can be documented very easily in an excel document or google sheets. Whatever you use to coordinate with your team.

Set Up communication channels for your team

Clearly assign and it can't hurt to put down in writing who is responsible for which aspects of your event. For example hosting, recording, managing tech support and so on.

Set up event metrics

This is directly related to the virtual platform you are using. Capturing attendee behaviour and interactions will result in valuable data for both you and your future events as well as for your sponsors.

Record event sessions and capture media material



Record event sessions

Either for the people that couldn't attend or for those that want to review important content from your event, you want to record your virtual event speaker sessions. Depending on the virtual platform you may have the option of an in-built recorder or you can use third-party applications.

Take Photos and Videos

Encourage your attendees to take screenshots or videos of themselves at the event and post them on social tagging you, your brand or sponsors.



Why MootUp?

Alright, if you've made it this far you ironed out and refined the event details starting with your Success Criteria.

If you are using the MootUp 3D immersive platform and taking advantage of it's flexibility it will be easier than ever to create awesome events that fully engage and connect your audience across the globe, any time of the year.

Your virtual events will give the feel of in-person events utilizing audio-zones that allow for private and why not even serendipitous conversations, structured webinar type sessions. All possible in fully customizable and visually rich 3D immersive spaces.

If you're not using MootUp yet let us show you around. It is the only Virtual 3D- immersive platform that feeds the need of human connection and interaction

[Book a Demo](#)



3. During and Post your Virtual Event

The Finals Steps For A Virtual Event Success

It's highly detailed but if you've followed along and completed the first two sections of The Ultimate Virtual Event Checklist then most of your work is done and you have everything you need for a successful virtual event.

Here's what we're covering in this section

- One final check the day before the event to ensure everything is all set
- During the event presence to create and encourage engagement
- Analyzing your event metrics
- Post-event follow-up

Let's take them one by one and make sure your event is a complete success.



Day before the Event

Final dry-run

The day before the event do a final rehearsal for the event with your whole team (if you hired the MootUp tech support team, they will be there too). Make sure you walk through everything as this was the real deal.

Invitation emails

Review your registration records and send an email alerting those that haven't registered of this being the last chance they have to be part of epic virtual event you and your team created.

Relax

Once all that is done take a deep breath and a moment to relax. You and your team

have been working hard so you've more than earned it.

Day of the Event

Event Reminder

Use your registered attendees list to send out a final reminder a couple of hours before the event. You will want to include the start time and clear simple instructions on how to access the event.

Last invitation

It can't hurt to try one last time. For those not yet registered you can send out an email offering them a last chance to register. Keep the email short and to the point.

Final Test

Test that all your equipment is working as expected.

At the start of your Event

The way you do this depends first of all on the platform of your choice. You can set up guides, event-wide welcome announcements, chat or even visit each member and say hi. If your space has a designated landing spot you can be there to greet them as they arrive. And guess what? With MootUp you can do all the above!

Start Big!

You already know that everyone present is excited to be part of your event. Use that excitement for your event introduction message. Only after this message can you make the general programme announcements and other similar details.



Useful Tip: It is believed that small group conversations are “it” when it comes to online virtual events so ideally the platform of your choice included options for this. One of the awesome features of MootUp is private and spatial audio-zones you can move freely between, just like you would in real life.

During your Event

Get the conversation going

Depending on the platform options you will want to create a fun, open and welcoming environment. Encourage your attendees to connect with each other either through simple questions in chat, taking live questions during live presentations using Q&A tools or if you have the option of private areas even making time for one-to-one calls.

Some virtual event platforms like MootUp offer gamification options to organize ice-breakers and mini-games. You can set these up in private rooms or areas so they don't interfere with the main event.

Update your audience

This is essential especially if you have multiple sessions running one after the other. Announce upcoming sessions so those interested know where to go next. A great MootUp feature is that your session locations or rooms can be connected so your attendees never have to leave the environment or navigate the net to find where the next session of their interest is.

Capture Attendee Data

Attendee data will help you during the event but even better it will help you understand your leads and clients better. That is essential for your future event planning offering you insights on attendee engagement. Generally you want to look at attendance numbers, period of time, videos played, links clicked, just to name a few.

Keep an eye on Questions and Comments

During the event count on a high flow of questions and comments. Some of them will be related to the technology and others to the event itself. Answer and attend to your audience on the spot for an extra boost of engagement and professionalism.



Useful Tip: Consider charging for the recordings of your sessions and offering them for purchase instead of just a free download

After your Event

Communicate with your Audience, Sponsors and Speakers

Consider sending a thank you email or a post-event feedback survey which will allow you to measure the success of your event.

You can do this in a few ways such as:

- Thank them for attending your event. You can send them an email the day after the event while everything is still fresh in their minds saying thank you for attending. You can also include event takeaways, the feedback form and where to access event recordings.
- Contact those that did not end up attending by sending them an email highlighting key points or sessions. You can include a link where they can access recordings or sum-ups of sessions and why not future event teasers.
- Update your registration page once the event is over so people know that.

Collect and centralize all your event recordings and media assets

You can create recordings of each session. A good practice advice is to split them up in small sized bits so that you're not overwhelming the attendees.

You can even create a short recap video to use in your post event communication.

Analyze your Data

Review the metrics gathered both during and post-event. The gathered data will help you understand if you've achieved your event KPIs or which are the areas that can be improved on for future events.

Share your Event metrics with Speakers and Sponsors

Your sponsors and other stakeholders will be interested in knowing how the event went especially since this data will offer great insights for them as well. Giving them specific results and information they can work with will make that feedback more complete and valuable.

Share Information about your Event

Take advantage of all the photos, videos, and articles from the event. This will engage your audience past the event date and provide more exposure attracting future attendees.

Take what you learned for the next event

Was your event goal achieved? What went well or what needs improving? Use your event metrics and audience feedback and surveys to figure out what can be improved and take action for your next event.



Why MootUp?

Congratulations! If you followed this Ultimate Virtual Events Checklist you've just executed a fantastic virtual online event in the history of virtual events!

But just as with everything there is always room for more when it comes to your organizations' virtual events! And if you didn't use MootUp for your event but you want a live and immersive platform that recreates the in-real experience supporting simultaneous presentations along with free flowing networking and communication as well unlimited options for engagement and interaction then let MootUp speak for itself.

[Book a Demo](#)