



Virtual events are a trend that won't be going away and are quickly becoming a strategic must for associations. Virtual events can reach deep within organizations and impact a larger number of participants. Traditionally, only a select group of individuals are able to attend in-person events, leaving a majority with nothing. Virtual events are evolving the way associations offer education, are cost effective, powerful and an efficient way of extending your most compelling content to your entire community.

1 PLAN, PLAN, PLAN.

Virtual events require a significant amount of planning – maybe even more than place-based events. Ensure that you and your team have openly communicated about goals, intended outcomes, content and metrics. Develop and document a detailed event strategy with defined dates/milestones and pair with a corresponding production plan. A calendar of tasks and project deadlines will make for a smooth execution.

FIVE TIPS TO ENSURE A SUCCESSFUL VIRTUAL EVENT

2 BUILD-IN ENGAGEMENT

Capitalize on the unique opportunities that a virtual event and the *associated technology* can offer. Leverage polls, self-assessments, chat features and integrated social channels. You can start the engagement well before your event and extend well beyond it is over.

3 LEVERAGE EXPERIENCED PRODUCTION PARTNERS

Having the right vendor partners is essential to the success of your event. Events that are poorly produced or using ineffective technology can leave attendees frustrated and dissatisfied. Be sure your partners can handle all support inquiries during the live event so that you and your team can focus on content delivery.

4 PREP SPEAKERS & STAFF

Once the agenda is set, ensure that your speakers are well equipped to deliver stellar presentations that connect with the audience. In preparation of the event, take some time to guide your speakers on the technology and ensure they feel comfortable and encouraged. Additionally, make sure appropriate staff are prepared and have clearly defined roles for the live event.

5 PROMOTE & BUILD EXCITEMENT

You have invested significant time in planning and preparing for your event. Be sure to effectively market and promote your event with the same intensity as place-based events. Promote early, often, and increase the intensity as you lead up to the live event. Facilitate the engagement, open up discussions, and promote conversation through social media. Getting attendees excited before the event will promise a lively and robust event and even pave the way for post event conversations.

Virtual events shed a new light on member engagement strategies. They remove the barriers for attendance that exist with place-based events and as a result, **extend your reach, revenue, and impact.**

About CommPartners

CommPartners produces hundreds of *virtual events* each year, including many that are executed from within an LMS environment. The seamless integration of CommPartners' webinar and multimedia platforms within *Elevate LMS* make for a dynamic learning experience and hassle-free management for staff and presenters.

To learn more about how to make virtual events apart of your strategic reality, please [contact us](#).



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