

THANK YOU TO OUR SPONSORS!













LESSONS LEARNED:

VIRTUAL EVENTS THAT GET RESULTS

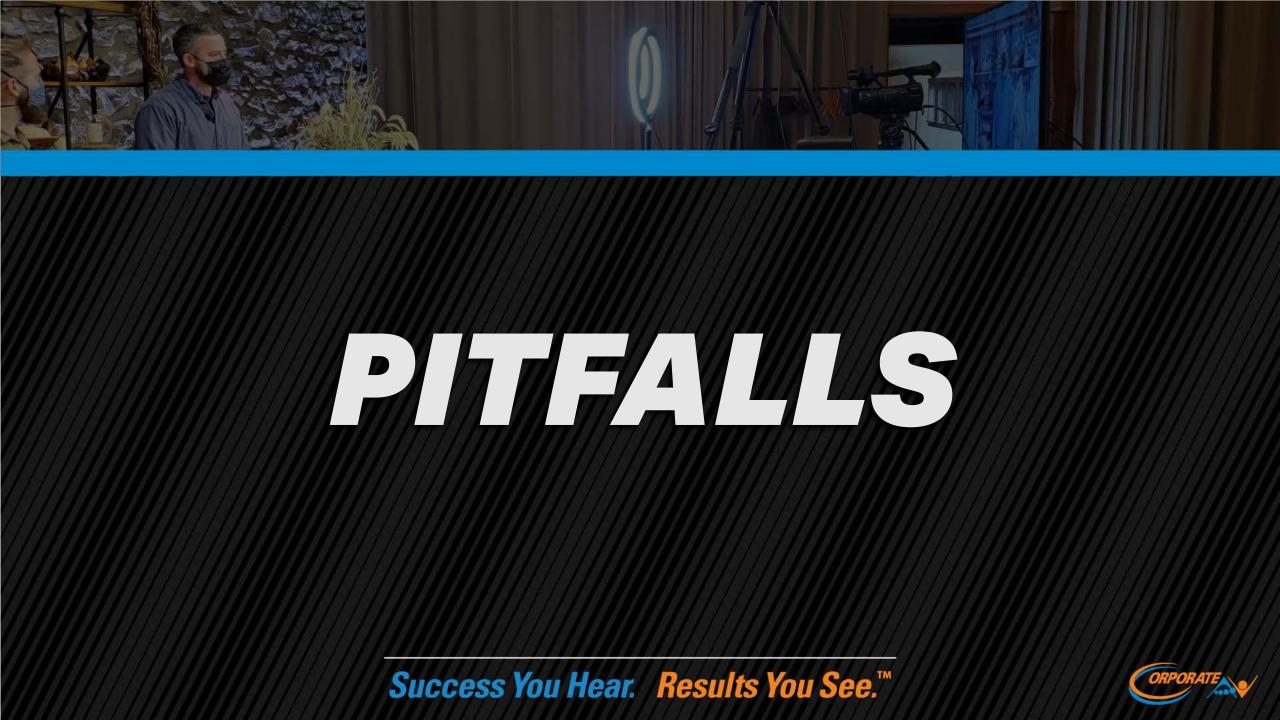




Success You Hear. Results You See.™









"This took a lot more doing than we anticipated..."

- Lisa A



PITFALLS

Not enough time to plan properly

No clear story or message

Too little promotional effort

Low tech presenters

Botched recordings

Thinking a virtual event is only 1 hr







DOS

Rehearse & Test!

Focus on the people you are helping

Get board members involved early

Manage presenter timeslots

Follow-up & communicate post-event

Be flexible with dates

Be sensitive to people's schedules

Consider attendee value



DON'TS

Rush it

Expect to raise all your funds LIVE

Focus too much on celebs & politicians

Host early morning weekend programs

Worry about live numbers only





Success You Hear. Results You See.™



Graphics & Storyboarding





WHERE DO THE COSTS LIE?

Time

Creative

Video Production

Website

Platform Costs

Editing for Promo

Success You Hear. Results You See.™



HOW TO CHOOSE A VENDOR





CHOOSING VENDORS

Recognize that a Production Partner and a Platform are two different things.

Determine the level of support you need. DIY does not mean foolproof.

If appropriate, consult your production partner on their recommended platforms

Always know who will represent you in front of presenters and stakeholders

Ensure your production level suits platform AND production partner

Recognize that lowest price ≠ best choice



