

This is the perfect time to take a hard look at your event and revamp. The event you do live or in-person, should not be the event you take online.

1. **Revisit your goals and objectives.** Why are you hosting this event? Ensure your content reflects that.
2. **Know your audience.** Have you checked in with them lately? Do not assume, and ensure you are considering their current situation. This includes all stakeholders in your event.
3. **Re-think your timing and speakers.** Model your event after television timing. 30-minute or 60-minute sessions, then your participants will need a break. Also, speakers that are terrific live, may not be great on camera. For a virtual event, engagement is very important.

How to add build value for your sponsors.

Give them a dedicated point of contact. This person should be someone who is there for them every step of the way. While we are all getting more comfortable online, we cannot take that for granted.

- Adjust your sponsorship packages, make them custom
- Promotions on your event website (you can leverage the high traffic here)
- Special speaker sponsors (their logo could be on the biography page)
- Pre-roll videos before that special speaker or talent
- Logo inclusion in the lower third graphics or the corner of the screen
- Social media inclusion
- VIP virtual meet and greets or a private chat (hybrid: only sponsors are in-person)
- Scholarships for your event
- A printed invite sponsor - something to set you apart from the email we are all getting
- A high-end SWAG bag delivered to participants homes
- A sponsor for each trivia challenge (or any engagement tools, like a live poll)
- Sponsored breaks (with their logo and music)



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Selecting the right solution to host your event.

Think of a digital platform as nothing more than your online venue. Similar to an in-person event, before you reach out to potential venues, you need to have a general idea of the parameters of your event.

For an online event, this includes:

- Number of attendees
- Number of speakers
- Live vs. pre-recorded sessions
- Specific features you might want available (chats, Q&A, polls, etc.)
- Level of customer service (including event day)
- Dates and deadlines

When writing the request for proposal, or RFP, remember to keep it very simple.

- Provide a concise overview of your event that include those details mentioned above.
- You'll need to do some platform research to ensure they cover most of what you're looking for, then send them your RFP.
- Be cautious of platforms that are new to the market – they may not have all of the kinks worked out yet.

For some events, a digital platform may not be necessary, and perhaps a webcast transmitted right through your website might do the trick.

- This could still be live or pre-recorded content.
- You can still build in features, such as a chat.
- You need to be careful with the bandwidth of your website, estimated participant counts, and the increased traffic.



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