

Online events present new opportunities and challenges

- People are online a lot more right now. This presents a great opportunity to reach a broader audience.
- Two words: ATTENTION. SPAN. The attention span of your audience is not that long.
- It's a lot easier to log off then physically walk out of an event.

Rules to maintain your audience's attention

- Get their attention before the event starts.
- Pre-event marketing that educates the audience and prepares them is extremely important so they know what to expect and how your online event is going to work.
- Get a good host. Nothing makes your audience check out quicker than a bad host.
- Expect people to log off or open other tabs if you have a bad host.
- This doesn't mean important people in your organization shouldn't speak. But there is a good chance they shouldn't be the host.
- Find somebody with the right personality, but also understands your organization and has a connection to it.
 - This increases their ability to communicate and connect with your audience in an engaging way
- Trivia is a great game to sprinkle throughout your event.
 - It makes the people who know the answers (those close to your organization) feel special
 - It is an interactive way to tell the story of your organization



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Variety is the spice of life. Give your events some life!

- People get bored by the same thing year after year.
- They'll pay more attention if you give them something new to pay attention to.
- Evaluate every detail of your event.
- Ditch what falls flat.
- Surprise people and change up your event!
- Think outside the box. Just because you haven't seen done it before or you haven't done it before, doesn't mean you should avoid it. It's all the more reason to go for it!

Incorporate a physical component into your longer virtual events like galas or dinners

- Hybrid events: You could have small group of your top donors or the people your looking to become a top donor at a physical event with social distancing and livestream this to the rest of your audience.
- Virtual event: Add something physical! Have wine or dinner delivered to your audience member. This takes more planning but still not as much as it would be if you had the in person event.
- Virtual mixer/cocktail party: Put music in the background. Have a cocktail delivered. Livestream a bartender showing your how to mix it as you go. This creates engagement and entertains.



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Get your audience to participate in your online class or webinar

- Ask people to turn their cameras on if they're comfortable.
 - Put this in your pre-event marketing.
- Have an icebreaker/team building activity.
 - Ex: Have a multiple choice question. Everyone who answers the same goes into a breakout room together. Give them a problem to solve in their breakout room. Then bring them back.
 - This lifts the energy and gets people comfortable interacting with each other and you!
- Toasty.ai is an awesome video meeting platform that has trivia and icebreakers already built in!

Planning your event right now? This is your next step

- Do your research. The resources are out there, and people who can answer questions are out there. Search for answers to your questions online and join Facebook groups.
- Consult a professional. You may be pleasantly surprised by the price or even by what information they'll give out for free! Call and ask!



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