

HOW CAN A VIRTUAL EVENT BE BETTER THAN IN-PERSON?

7 Essentials For Making The Most of Your Virtual Attendee Experience

Do we love and prefer LIVE Events? YES! Of course, it's unbeatable as an overall Experience.

Can LIVE Events be replaced? No.

Can a LIVE Experience in Entertainment be the same in Virtual? No.

But can The Event Experience be better in many ways? YES!

1- Total Control: Live events have so many moving parts and variables one cannot predict or overcome in realtime, whereas virtual offers extreme control and exponentially fewer logistical challenges. Plus, your attendees can watch in PJ's!

Pro Tip: HIRE A Virtual Solutions company to run your event on a Professional Platform, so you can think about other aspects besides bandwidth!

2 - QUARANTINE/PANDEMIC READY: With the world in flux Virtual is the Go-To Solution. Imagine offering your attendees an easy, quick option in a time of uncertainty? They will forever be grateful you committed to create your event virtually!

Pro Tip: Always have Virtual as a back-up option to LIVE, in case LIVE isn't possible. Someday the Virtual Event will possibly rule, so get ahead of the curve and do them ASAP!

3 - COMPETITION: The greatest challenge of virtual is the attention of your attendees. Are they watching and listening to what's on the screen? Are they learning, engaged, and meeting your expectations as an attendee? This is where your ability as a Meeting Professional truly shines: YOU DECIDE what makes the cut to be on the SCREEN! Game Time!

Pro Tip: Consult with a Work-From-Home Parent who is caring for at least 3 teenage or below children to determine what would win their attention over normal daily distraction.

4 - CUT THE TIME DOWN: LIVE Events have a tendency to feel like Time Filled over many days. The Opposite is true with Virtual. The question now becomes: How Quickly Can We Deliver Value? You Determine the Shortest and Quickest Routes: Length of Sessions * Number of Presenters * Length of Speakers' Time * Break-Outs * Waiting Rooms * Engagement.

Pro Tip: If an Executive speaks LIVE for 40 minutes, they speak VIRTUALLY for 10; dependent upon ability to absolutely hold an audience and their ATTENTION!

5 - ENGAGEMENT, EDUCATION & ENTERTAINMENT: Can you deliver connection, community, and content virtually? Easily: Just choose the right Keynote Speakers, Emcee & Hosts, and Entertainment to keep the Show going. Want happy and engaged attendees? Choose wisely among the Best Professionals of Stage, Live or Virtual.

Pro Tip: The more entertaining, humorous, musical the better - want proof? Ask your attendees if they prefer watching on their screens a lecture, talking head, a monologue, or an entertaining & educational performance that touches all emotions.

6 - OPEN THE CHAT: Any Virtual Event that isn't utilizing the CHAT or POLLS feature is losing engagement and the chance to experience the event in a whole new way. LIVE events allow for applause and laughs as audible responses until everyone meets in the hallway to talk, whereas VIRTUAL events with the CHAT feature on gives you realtime perspective on how well the session is going. There has never been this type of engagement in the history of events.

Pro Tip 1: Have Compliance and HR manage the CHAT.

Pro Tip 2: Allow Pre-Recorded Keynote Speakers to sign-in and engage with attendees during their speech for extra value!

Pro Tip 3: Offer incentives for interaction, encouragement and engagement. You very well may find your next best employee is quiet in person but most encouraging online.

7 - GIVE-AWAYS, TIMELINESS, SELFIES & DANCE PARTIES: Encourage attendees to be on-time, to interact, by scrolling through the names of those online when sessions start, and have incentive to do so, by showing what they have won on screen. Create Calls to Action, to post and share online during the event for greater engagement.

Pro Tip: Hire an Emcee & Host who can mix, mingle, make attendees laugh, lead a dance party, and handle all aspects of the interweaving portions of your event to give the Executives a break.

BONUS * AWARDS SHOWS: Give Award-Winning Attendees the honor and spotlight of pre-recorded photos and name scrolling on screen, along with opportunities to send in photos or take selfies during the broadcast/livestream, and encourage individual recognition from peers in form of applause.

Pro Tip 1: Offer recognition Virtually as well as LIVE at the next LIVE Event. Double Dip = Happy Award Winner.

Pro Tip 2: Encourage messages of congrats and deeper meaning from attendees on behalf of Award Winners, Tributes publicly declared on Chat Feature, this will bring your culture to the highest level of honor and respect.