

Virtual Event Planning Checklist

Use this checklist to keep track of all the moving pieces and make sure your event stands out.

jI-I!

Define event goals for all of your stakeholders. What do you want attendees to take away from the experience? What content delivery methods will your speakers need? How will sponsors engage attendees and capture leads? TIP Think through your goals—and KPIs—before selecting the event platform, to make sure your desired experiences will be supported. Define your KPIs. Don't forget an end-of-event survey to capture feedback so you know how to improve your next event. Determine how you will deliver content. KNOW Live session types include streaming video, fireside chat, and ask me anything sessions (AMAs). On demand session types include prerecorded video, live session replays, and simulive presentations. Decide what experiences will break up your content. IDEA Bring in a yoga instructor, DJ or mixologist to add some fun. Identify which virtual event platforms meet your needs. Ask vendors these questions. •••••••••• Determine your schedule. How many sessions will you have, in how many tracks, over how many days? TIP Tracks allow you to create customized experiences for different kinds of attendees. Decide what role sponsors will play. IDEA In addition to having booths, you may offer sponsors speaking roles, logo placement in session intros/outros, and AMA slots. Design your attendee engagement strategy. How will you help attendees find and experience all the parts of your event?

TIP Video messages, notifications, and chatbots are all great ways to keep

Choosing a virtual event platform.

Does it offer...

- **1.** Functionality for your session types?
- **2.** Options for networking and community?
- **3.** Integration with adjacent services, like a chatbot?
- **4.** Integration with your existing marketing automation system?
- **5.** A seamless registration process?
- **6.** Ticketing types for paid events?
- **7.** Customizability for your event branding?





attendees moving.