

Virtual Events Technology

Produce successful events with a holistic, content-first strategy.

The pandemic has forced organizations to explore options for virtual meetings, events, and conferences. To be successful, organizations should consider their content and audiences when acquiring virtual events technology and planning virtual events.

To create a quality virtual event, you need to invest time and resources.

Just like in-person conferences, quality virtual events take time and planning. Agendas and services don't translate directly into a virtual environment. To create a quality virtual event, you need to invest time and resources into identifying your objectives, assessing your attendees' needs, and selecting the right technology to bring it all together.

While each conference or meeting should be planned independently, you should also step back and view your slate of offerings in its entirety. Considering a holistic view of all of your events and offerings will help you to create a cohesive approach while making discrete decisions about each event. Choices regarding what technology tools to employ are most successful when they are in sync with an overarching strategy.

When selecting a virtual events management solution, DelCor generally recommends that associations follow the same selection process used to choose other systems—like association management systems. That means considering your content, your audience, and your budget before selecting the system, or collection of systems, that will help you put on a quality virtual event that meets the needs of your members. Based on your content and audience, your event might need tools to enable the following:



VIRTUAL MEETINGS



CHAT



RECORDED SESSIONS



VIRTUAL REALITY



NETWORKING

While planning your event, you should consider the needs of all of your audiences.



Content Consumers

- WANT TO LEARN AND EXPLORE OFFERINGS
- MAY WANT TO NETWORK AND SOCIALIZE



Content Producers

- INCLUDES PRESENTORS AND KEYNOTE SPEAKERS
- WANT TO SHARE INFORMATION
- MAY WANT TO NETWORK



Business Partners

- INCLUDES EVENT PARTNERS, SPONSORS, AND EXHIBITORS
- WANT TO DELIVER INFORMATION AND CONNECT WITH ATTENDEES



Networkers

- WANT FULL SOCIAL EXPERIENCE
- WANT TO CONNECT WITH ATTENDEES AND BUSINESS PARTNERS

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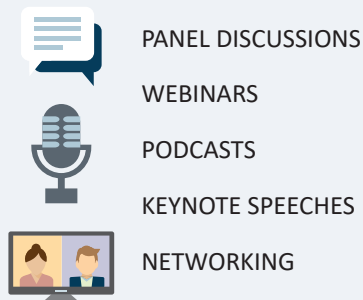
Use your first virtual event to build a foundation and figure out what works for you.

Is this your first virtual meeting? Use this opportunity to build a foundation.

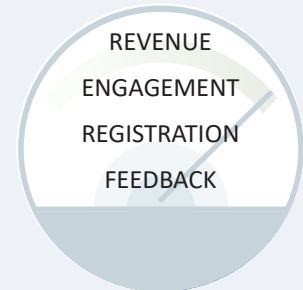
What is your organization's content strategy and plan?



What programs do you offer (or want to offer)?



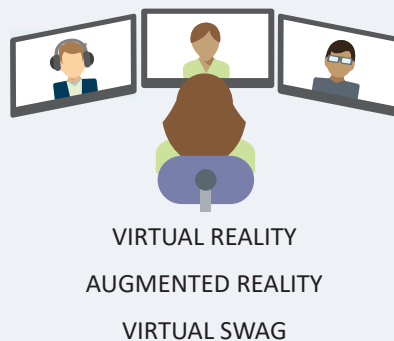
What are your desired outcomes and how will you measure success?



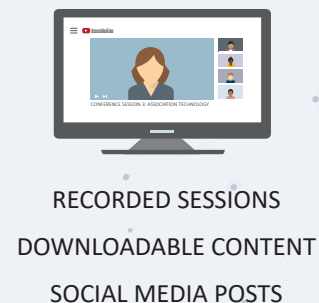
Which business areas should be involved in the planning?



How will you handle exhibits and sponsorships?



How will you leverage content after the event?



Once you have a foundation, take some time to review your data.

As you end one event and begin planning the next, use the tools of a retrospective to celebrate your successes and identify areas for improvement. Start by asking your team and your organization the following questions:

- ☐ How do our event goals and compare with the data outputs from our virtual event?
- ☐ Did we target the right audiences for our virtual event?
- ☐ Does our existing virtual events technology still make sense for our organization and events?
- ☐ Were our sponsors and exhibitors able to effectively engage the attendees?
- ☐ If we are able to do in-person events in the future, are there any aspects of our virtual event that we should keep?

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Virtual events are no longer a last resort, so how can you take your conference to the next level?

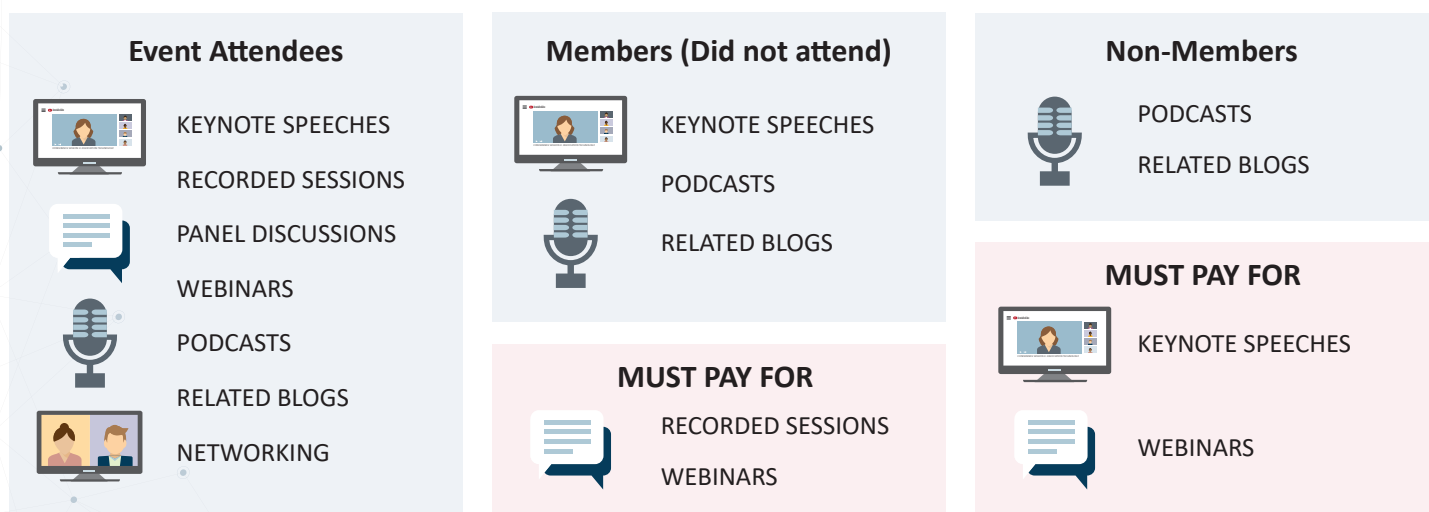
Your members will expect more from your next virtual event. Where can you improve?

Based on the results of your post-event retrospective, you'll be able to identify some opportunities for improvement. Take what you know and make strategic choices to improve your event experience.

- ☐ **Select a new platform:** If your technology tools do not allow your organization to enable advanced features and functionality, you may want to consider going through a formal selection process and investing in a platform that will better suit your needs.
- ☐ **Make your event more accessible:** To make your event more user friendly, consider adding applications to augment the core platform to allow members to increase their engagement and find information quickly.
- ☐ **Provide more opportunities for engagement:** Consider incorporating entertainment, happy hours, and networking events to simulate the in-person conference experience.
- ☐ **Involve other business areas:** You may not have had time to fully utilize your team's skills when you were putting together your first event. Take this opportunity to bring in team members who may have insight into instructional design, speaker coaching and support, marketing, or other aspects of user experience.

Extend the life of your content. Reuse, repurpose, recycle!

When your event ends, you can turn your recorded keynote speeches, panel discussions, and presentations into useful content for your organization. You'll need to develop a content strategy to determine how to use the content and who should have to pay for access to the information. For example, you may decide that members should have more access than non-members, as seen here:



Questions? Contact us.

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