



PLANNING A VIRTUAL EVENT?

TRY OUR CHECKLIST

PREPARE EVENT & PROMOTION

- ❑ Define purpose, topic & objectives of your event
- ❑ Identify panelists, interpreters & number of attendees
- ❑ Identify 2-3 benchmarks for your ideal event
- ❑ Define event concept & programme (think: TV show)
- ❑ Select & set up virtual event platform (e.g. Zoom)
- ❑ Prepare branding & audiovisual guidelines
- ❑ Draft texts for invitations, reminders & thank you notes
- ❑ Prepare content for web, newsletter & social media

BEFORE THE EVENT

- ❑ Send invitations to panelists, followup
- ❑ Design & set up registration webpage
- ❑ Design & set up newsletter
- ❑ Send 1st & 2nd round invitations to VIPs, followup
- ❑ Define Event Team for tech support & moderation
- ❑ Produce visual overlays (facts, figures, testimonials)
- ❑ Send event tech guidelines to panelists & attendees

EVENT DAY

- ❑ Conduct test session & risk check with panelists
- ❑ Send reminder email/s to attendees
- ❑ Live tech support & monitoring by Event Team
- ❑ Debrief with Event Team

AFTER THE EVENT

- ❑ Send a thank you note to all participants
- ❑ Produce & publish a highlights video
- ❑ Archive event recording for additional content
- ❑ Report on results, lessons & recommendations
- ❑ Start planning your next virtual event!

OR TRY US

- ❑ Contact us at The Right Street digital. We'll do it all for you.



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