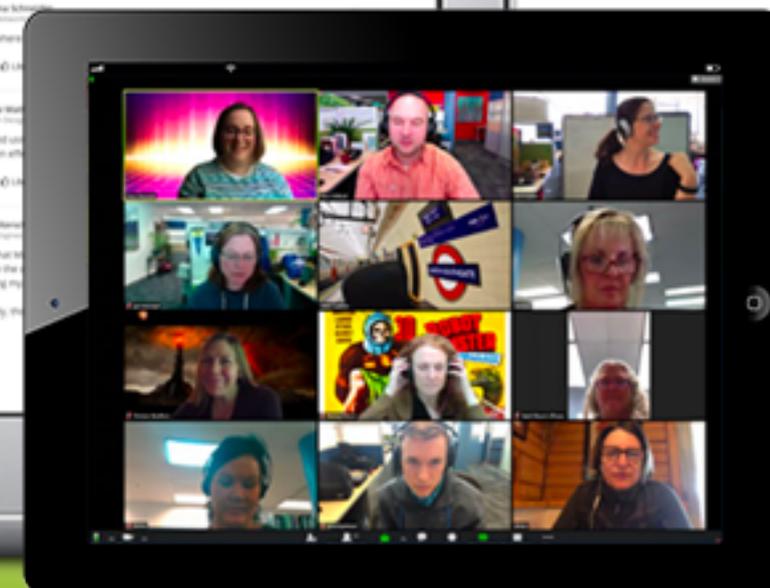
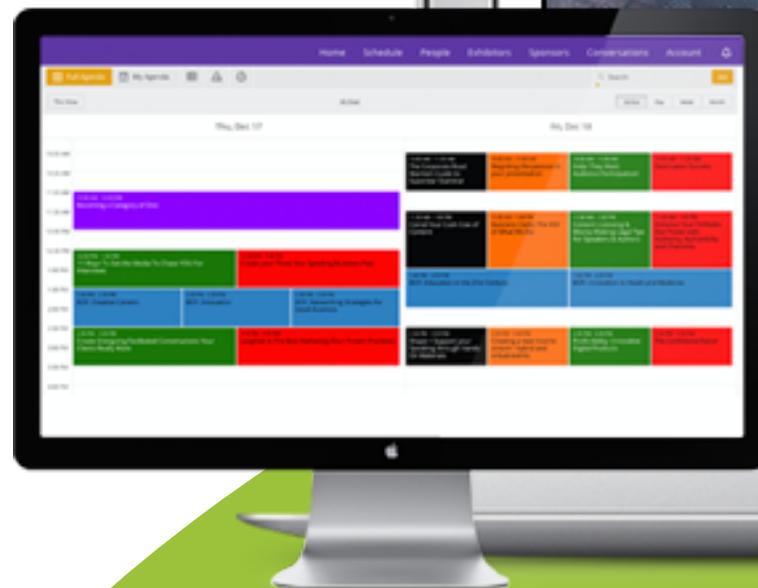
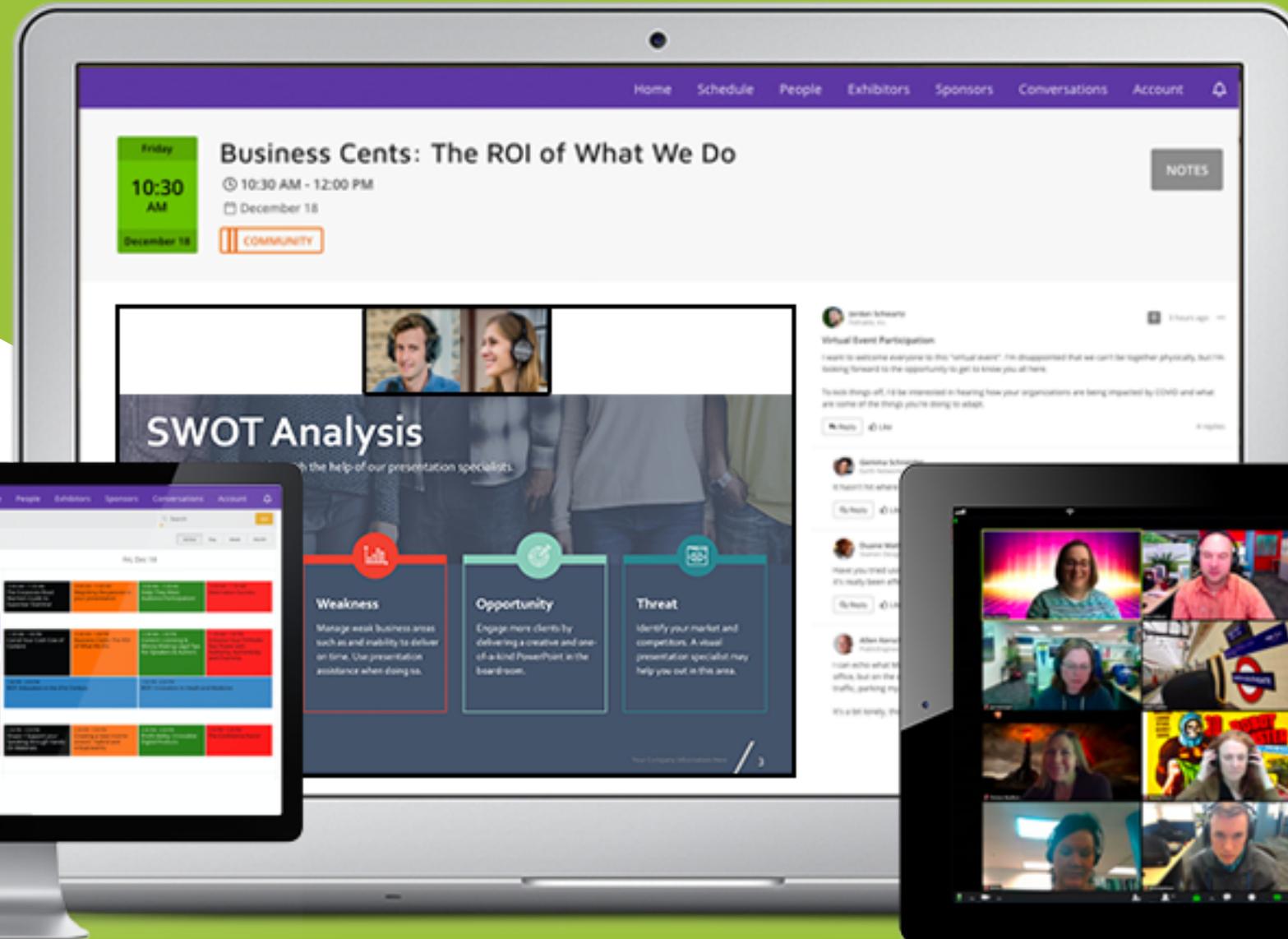


# Virtual Events

# 10

# Tips for Success





1

## Consider your event culture.

If your planned live event is focused on education, networking, commerce, or some combination of all three, that should inform the virtual experience.

2

## Evaluate core event needs.

Not unlike the in-person experience, your objectives should map to what your audience expects. Use these to explore how virtual event solutions like webinars, livestreams, etc. can help.

3

## Communicate with delegates.

Be transparent in your communication. The best thing you can do for your event communities is to be clear about what you know, what you don't know, and what might change.





4

## Your brand matters.

A financial conference has a different vibe than a gaming conference - especially in a virtual context. A consistent look and feel will help participants feel more connected and engaged.

5

## Assess your event needs.

Not unlike the in-person experience, your objectives should map to what your audience expects. Use these to explore how virtual event solutions can help.

6

## Communicate with attendees.

Be transparent in your communication. The best thing you can do for your attendees is be clear about what you know, what you don't know, and what might change.



7

## Reevaluate budget & ROI

F&B, venue, photography, design, pipe and drape and other planned expenses are no longer limiting factors. Consider reinvesting those resources into a robust virtual event solution.

8

## Scale back your agenda.

Many clients faced with the need to 'turn on a dime' and pivot from live to virtual experiences recommend reducing sessions by 75%. This enables you to focus on core value-adds like networking, small group discussions, and *snackable* content.

9

## Ramp up audience response.

Live polling, survey tools, and gamification elements can help you create a rich engaging virtual experience for attendees. Work with your speakers to identify opportunities to incorporate audience response into their presentations.



10

## Don't be afraid to ask for help.

Event planners are resilient and resourceful by nature, always thinking ahead and preparing for the worst. Lean on your network for support, and rally!

If you're considering a **virtual experience as an alternative to canceling your planned live event**, we are here for you.



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Let's Talk