



VIRTUAL EVENT PLANNING

CHECKLIST

1 MONTH OUT

- ESTABLISH YOUR VIRTUAL EVENT GOALS AND OBJECTIVES – THE “WHY?”
- DEFINE TARGET AUDIENCE(S)/PERSONAS
- DEVELOP A MASTER EVENT BRIEF AND A PRELIMINARY SCHEDULE OF ACTIVITIES
- SELECT THE EVENT DATE(S) AND TIME(S)
- CREATE A MARKETING PLAN AND TIMELINE
- CREATE BRANDED MATERIALS (I.E., LOGO, TAGLINE, EVENT DESCRIPTION, BENEFITS, ETC.)
- IDENTIFY AND BEGIN TO CONFIRM SPEAKERS, PRESENTERS, HOSTS
- DEVELOP SPONSORSHIP PACKAGES AND BEGIN SOLICITING PARTNERS



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3 WEEKS OUT

- SELECT TECHNOLOGY VENDORS AND START SETTING UP THE PLATFORMS, INCLUDING REGISTRATION/TICKETING, VIDEO/LIVESTREAM, AUDIENCE ENGAGEMENT, ETC.
- LAUNCH PROMOTIONAL PLAN (VIRTUAL EVENT WEBSITE AND/OR LANDING PAGE WITH REGISTRATION/TICKET SALES)
- BEGIN PROMOTION—EMAILS, SOCIAL MEDIA POSTS, PRESS RELEASES, ETC.
- CREATE REHEARSAL AND PRODUCTION SCHEDULE FOR PRE-RECORDED ELEMENTS
- CONFIRM PRESENTATION TOPICS AND DESCRIPTIONS, GATHER BIOS AND PHOTOS FROM ALL SPEAKERS/PRESENTERS, AND HAVE CONTRACTS SIGNED
- REQUEST LOGOS FROM SPONSORS AND HEADSHOTS FROM SPEAKERS



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2 WEEKS OUT

- MAP OUT LIVE POLLS AND Q&AS
- REGULARLY CHECK REGISTRATION NUMBERS AND PROGRESS TO SPONSORSHIP GOALS
- CONTINUE THE MARKETING AND PROMOTION PLAN TO ENCOURAGE REGISTRATIONS AND/OR TICKET SALES
- REMIND SPEAKERS/PRESENTERS TO CONTINUE PROMOTING THE EVENT TO THEIR NETWORKS
- DRAFT ANY NEEDED SCRIPTS (I.E., HOST WELCOME, SPEAKER INTRODUCTIONS, CLOSING REMARKS)
- PROVIDE SPONSORS WITH MARKETING MATERIALS, AND ASK THEM TO PROMOTE TO THEIR DATABASES
- DRAFT AND SEND PRESS RELEASES ABOUT IMPORTANT EVENT DETAILS, INCLUDING KEYNOTE OR CELEBRITY SPEAKERS, NEW PRODUCT INFORMATION, HONOREES,
- PLAN A GIVEAWAY



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1 WEEK OUT

- DO A DRY RUN OF THE ENTIRE EVENT ON THE LIVE STREAMING PLATFORM, INCLUDING TRANSITIONS, VIDEO ROLLS, AUDIENCE INTERACTION SEGMENTS, ETC.
- SET-UP ANY AUDIENCE POLLS OR Q&A USED DURING THE EVENT
- CREATE A FAQ DOCUMENT FOR ATTENDEES, INCLUDING INSTRUCTIONS TO ACCESS THE EVENT
- PREPARE AND SET-UP REAL-TIME AND POST-EVENT SURVEYS FOR ATTENDEES, SPEAKERS, AND SPONSORS
- SEND A REMINDER EMAIL TO REGISTRANTS, INCLUDING LOGIN INSTRUCTIONS AND THE EVENT SCHEDULE/PROGRAM
- DO ANOTHER TECHNICAL RUN THROUGH AND VERIFY EVERYONE IS READY TO GO
- SEND A FINAL REMINDER EMAIL TO REGISTRANTS
- SHARE AND POST REAL-TIME TAKEAWAYS ON SOCIAL MEDIA CHANNELS