



It's Time to Meet with no Limits!!

The value of face-to-face interaction will never go away, but there are times when going virtual is a necessary part of your event program. But how do you turn a multi-day conference, filled with networking opportunities, educational sessions, and the attendee insights they generate into virtual events?

Hosting a Virtual Event requires the same care and attention

With both types of events, you need to effectively promote the event, engage your attendees, create memorable moments for attendees, and prove event success.

The only thing that is missing is the venue and the attendees on site. But, by thinking of virtual events not as small one-off presentations, but as value-added, engagement-driven experiences, you can create an impactful event that extends well-beyond a computer screen and beyond the date too with extended engagement activity.



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The 3 Main types of Virtual Event:

1. Webinars

Webinars typically last somewhere from 45 to 80 minutes. Holding webinars virtually allows attendees from around the world to join in and listen as one or more speakers present the content. Webinars typically use video conferencing tools that allow Q&A, the ability to present live or a pre-recorded video, and be offered as on-demand after the fact.

2. Virtual Conferences

Much like in-person conferences, virtual conferences are built around a live, complex agenda that includes keynotes, sessions, breakouts, and more. Virtual conferences include multi-session content and can involve community engagement tools. While not as effective in terms of lead capture and networking as an in-person event, virtual conferences allow attendees to view keynotes in real-time, build their own agenda from relevant, on-demand content, and interact with other attendees take part in a smaller part of an event which would have been uneconomic to attend in-person.

3. Hybrid Events

This is the next best option, an event which is partly in-person and partly virtual. But this one name comprises many different formats: the speaker panel may be together with a small audience and everyone else joins on line, or the audiences can come together in several separate venues in different cities, countries, continents and be linked together on-line with participation possible from each location. Other variations are possible to suit your objectives, but this is more than just filming your stage and putting it on the internet. A key driver of success is making the virtual and in-person attendee really feel part of the event even though their experiences will differ.

Finding the right platform

While there are many platforms out there that can host your virtual event, making sure you are choosing the correct platform is essential as they all have different benefits for your event.

When choosing your virtual platform, it is vital you know what you wish to get out of the meeting, what elements you will need:

- Size of audience
- Number and size of breakout rooms
- Type of content: individual speakers, panels, slides, pre-records
- Type of attendee engagement: Q&A / Chat / Whiteboard input / Live polling /
- Support for on-demand transmission
- Attendee video/audio input
- Engagement analytics information for follow-up
- Supporting content available for the attendee
- Security of access control
- GDPR compliance
- Industry specific data compliance
- Corporate branding demands

Just like an in-person event, there is **not** a one size fits all solution. A virtual event may not involve F&B but just about everything else is the same in the virtual world and perhaps there are few new hurdles too so do not get tripped up!



We are here to help, just get in touch
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