

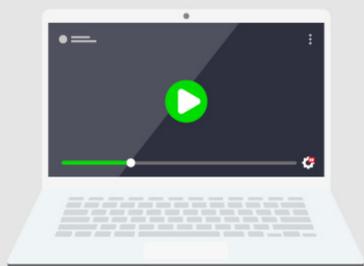
How to host a red-hot virtual event

that will keep your delegates buzzing for days!



Tap into support

Think a virtual event is as easy as throwing up few webinars and letting the presentations do the talking? Think again. You need just as many people to run a virtual event as you do an in-person one.



Show delegates how to use the virtual platform

At the start of your virtual event, give a tutorial to show your virtual audience how to use the platform your event is being hosted on.



Get jiggy with your content

Mix your content up and give your audience a break from talking heads and PowerPoint screens. Strike a balance between information, entertainment and physical activity.



Online networking

Networking online allows people to interact as little or as much as they want to, at their own pace.



Keep your keynotes

While your virtual keynote sessions will be delivered a little differently to normal – having a solid line-up of A-list speakers is still important for your content strategy.



Beware the boring

Just because you had something planned for your in-person event, doesn't mean it's going to translate virtually.



Agility gives you ability

One of the big advantages of an online event is that, as long as your content is continuous and engaging, your audience will never know if there has been a little delay with your international speaker joining your platform.

