

Best practices for Taking your events online

Smaller meetings

Step by step instructions for attendees

There is nothing worse than spending significant time getting technology to work in a customer meeting. Do the work to get everyone on the same technical page. Step by step instructions on how to set up and work the necessary software, even to people who are technically savvy will be appreciated.

Have a moderator

When you go virtual, people get much quieter and pauses that might feel natural in a room full of humans feel excruciating in the digital world. Make sure there is a moderator who can step in a keep the conversation moving and on topic or restart if there is one of those awkward silences.

Don't be afraid to have a little fun

A little music at the beginning, something funny in the background, a "On break back in five minutes" table tent that you put in front of your camera when you're taking a break are all small things, but they go a long way in a virtual meeting. Especially one that was supposed to be live and then got switched to virtual because of COVID-19.

Larger events

Over-communicate to everyone

Attendees, vendors, agencies, venue, production and business teams have been planning for months, and now must reinvent a virtual version in a ridiculously short period of time. The only way to get that done is to over-communicate to everyone involved.

Rethink, don't just translate

The same presentation lands differently when delivered virtually as opposed to in-person. Attendees have a shorter attention span and 10X more distractions. Think about the show in shorter segment. Bring in interviews, video rolls and interactive elements.

Speakers need to bring it down

When you move to a virtual version of a given event, the presenter must tune their performance to the intimacy of the camera, like a television performer. Giving a theater level of energy when you are doing a virtual event can come across off-putting or inauthentic.