

Vivacious Virtual Events

Speakers:
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About Us



Molly Sutherland (she/her)

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In the next hour...

Before Planning:

**4 Driving
Questions To
Answer**

While Planning:

**Virtual Event
Planning
Roadmap**

Let's Dig In:

**Question
and
Answer**

In Conversation:

**Thinking About
Transitioning
to In-Person**

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Take yourself back to March 1, 2020



Ten months into planning a 500+
in-person gala to celebrate 15th
Anniversary on March 27, 2020

QUESTIONS ON MY MIND

March 1,
2020

We're at our 500 person cap. Can we adjust budget for more people to join us?

How many feet do we need for lines at a bar?

Can we get this all done in the next 26 days?

Huh, wonder what this covid thing is?

DID I ORDER THE GLOWSTICKS?

QUESTIONS ON MY MIND

March 12,
2020

It's official. We're postponing until August.

What's our messaging?

Have we informed all of staff?

Good thing I didn't order the glowsticks yet?

QUESTIONS ON MY MIND

June 15,
2020

Okay, we're going virtual.

Wait...virtual? How does that even work?

So that 4 hour event and 1.5 hour program is....?

4 Driving Question s

To make the most of planning virtual events!

What do you want your
audience **to do**?



What do you want your audience **to do**?



Name a max of 2 things

Let this drive platform decisions

How do you want your
audience **to feel?**



How do you want your audience **to feel**?



Name 2 to 3 things

Let this drive program design

In-Person Event Program

Cocktail Hour with Activations

Drumline Intro > My ____ Is Limitless

Chapter 1: Pop-up Diary Entries

Spoken Word

Chapter 2: Honoree + Narrative of Region

Pop Quiz

Chapter 3: Video + Call To Action

Virtual Event Program

Week-long Engagement

Countdown > My ____ Is Limitless

Spoken Word

Rapid Fire Q&A

Toasts of Celebration

Call to Action

Closing by Student

What does a virtual experience
make possible?



What does a virtual experience make possible?



Name 2 things

Think about the unique value add

What does that call you
to do in your **planning**?



What does that call you to do in your **planning**?

Name 2 to 3 things

Let this drive planning + promotion

It all boils down to this guiding question:

What is the experience you
want your audience to have?

4 Driving Questions

TO ASK BEFORE
PLANNING A
VIRTUAL EVENT

1 What does a virtual event make possible for your audience's experience?

2 What does that call you to do?

3 What do you want your audience to do?

4 What do you want your audience to feel?

let this drive your
communications +
planning strategy

let this drive your
platform decisions

let this drive your
program design

IT ALL BOILS DOWN TO THIS GUIDING QUESTION:

What is the experience you want your audience to have?

Handout:
4 Driving Questions

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VIRTUAL EVENT PLANNING ROADMAP



Purpose? Goals?
Audience?
Budget?

What do you
have? What do
you need?

List what you
need to do
and when

Share in the right
places to reach
your audience

Practice.
Make sure
you're prepared.

Knock it out of
the park

Communicate
and foster
relationships

Step 1: Define the basics

These basic things will guide every decision you make from here on out.

- What is the purpose of this event?
- What are your goals? What does success look like?
- Who is your audience?
- What is your budget?
- What opportunities does a virtual format present?

★ Key pointer: DON'T start with platforms, software, technology, etc.

Step 2: Lay out the pieces

Review the tools and skills that you have, and make note of what you'll need.

- What do you have in your toolbox that you'll need to utilize (think software, staff, skills, resources, etc.)?
- Where are the areas you're lacking? What do you need help with?
 - Don't be afraid to invest in outside professionals or companies to help fill your gaps

★ A note on selecting tools, technology and platforms:

- What do you need tools to do for you
- List the features and your needs

Step 3: Make a plan

Outline what do you need to do to make this event happen.

- List your tasks (and keep a running list) and set a timeline
- Who is responsible for each and by when do they need to be completed?
- Calendar out your tasks so that you know what you need to do and when

Step 4: Spread the word

- Where do you need to get out the word to reach your audience?
- Multi-channel (online and maybe offline- flyers, mailed invites, word of mouth)
- Continue the drum beat from your initial announcement through to the day of your event
- Don't forget to communicate with people who have already signed up!
- Engage partners to help you get out the word

Step 5: Almost showtime

Make sure you're prepared for your event.

- Do run-throughs and practices with all presenters
- Make sure staff and presenters know their roles
- Test your donation forms, auction tools, any other tools you're using to engage attendees

★ Key pointer: Have a plan B in case anything goes wrong

Step 6: It's showtime!

Knock it out of the park like...



Step 7: Post-event follow-up

Yay, your event was amazing and you achieved your goals! (Fist pump).

Now, maximize on all your hard work and follow through.

- Communicate with attendees after the event and give them actions to take
- Have a plan for how you're going to continue fostering the relationship with supporters who attended your event (especially if they donated!)
- Share about the event with a broader audience beyond just attendees

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Keep in touch!