

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?

let this drive your
communications +
planning strategy

3 What do you want your audience to do?

let this drive your
platform decisions

4 What do you want your audience to feel?

let this drive your
program design

IT ALL BOILS DOWN TO THIS GUIDING QUESTION:

What is the experience you want your audience to have?