



The Worry-Free Guide to Virtual Events

These days, it's almost impossible to get a group of people together in a room at the same time. So what are the odds you'll be able to bring thousands of people together from around the world?

That's what makes virtual events like webcasts and webinars such a game changer for your communications. Virtual events make it easy to forge a more intimate connection with audiences both inside and outside of your company, at scale, so people can feel more engaged with your brand, your speakers, your content and even to other audience members.

But let's be real: while virtual events make it easy to connect, they're not always easy to execute. You have to put in the work if you want to grab people's attention effectively. Start your journey to success with these 10 best practices.



What's the difference between a webcast and a webinar?

[Learn more here.](#)

1. Find your foundation.

The best virtual event isn't the one with the smoothest speaker or prettiest graphics. (Although those both help!) It's the one that has a clear purpose and understanding of the value it wants to provide.

Before you start working on your talking points, determine the goal of your virtual event and use this as the foundation for your topic and storytelling "framework." You should also carefully consider your audience. Make sure your content is something they want to hear, not just something you want to say. Work with your team to make sure your virtual event has a place in your overall communication or business strategy. In addition, determine the call-to-action or next step you want your audience to take after the live event, so it's part of an ongoing engagement strategy.

2. Sweat the details.

It's never too early to start thinking about what you'll need to do to pull off your virtual event.

Details to consider include:

- Will the virtual event be produced in-house or using an external vendor?
- Will you need equipment resources like a camera crew, stage design, lighting, etc.? Do you have the right equipment and software to record and broadcast high-definition video and audio?
- Will the event be live, sim-live (recorded and then played back to a live audience), on-demand or a combination?
- How many speakers will present, and who are they?
- Will they be presenting on camera or as a voiceover?
- What time should the virtual event take place to reach your ideal geographical audience?
- Where will the event be recorded?
- How will it be promoted?
- Will you need operator-assisted call capabilities for important audience members like clients, investors or journalists?
- Will there be a live Q&A?
- What tone are you trying to convey?
- How will you track analytics, and what should you measure?



3. Think about going pro.

When it comes to a live virtual event such as a webcast, there is no second take. From presentation to technical execution, everything must be flawless the first time. When planning a large-scale event, strongly consider working with a managed webcast service provider who can handle everything for you, including logistics, filming and broadcasting. By letting the experts handle the details, you'll have their expertise on hand to take care of anything that goes wrong during the webcast. You'll also free your team to manage their other tasks and projects

4. Craft your story.

Here comes the fun part: writing the virtual event script. Don't just recite facts. Instead, tell a story to keep your audience engaged throughout the entire presentation. The best way to do that is by making your audience the hero and putting their questions and needs at the center of your talking points. Leading up to the event, we always encourage speakers to practice. However, depending on the event type, you may decide to take a more personal approach. For instance, webinars tend to perform better when the speaker has a casual and friendly tone and isn't reading directly from presentation slides. Conversely, webcasts can be a bit more structured, since they sometimes include more corporate points, such as metrics and press statements.



Not sure how to tell a story?

Get inspiration from this storytelling structure developed by Pixar:

Once upon a time, there was _____.

Everyday, _____.

Then one day, _____.

Because of that, _____.

Because of that, _____.

Until finally, _____.

5. Let's get visual.

Visuals take a lot of time to create, so start working ASAP on slides, video content and any supporting visual graphics you'll need for the presentation. Keep in mind the standard best practices for presentation visuals: minimal copy, strong imagery, supporting data points and theme consistency throughout.

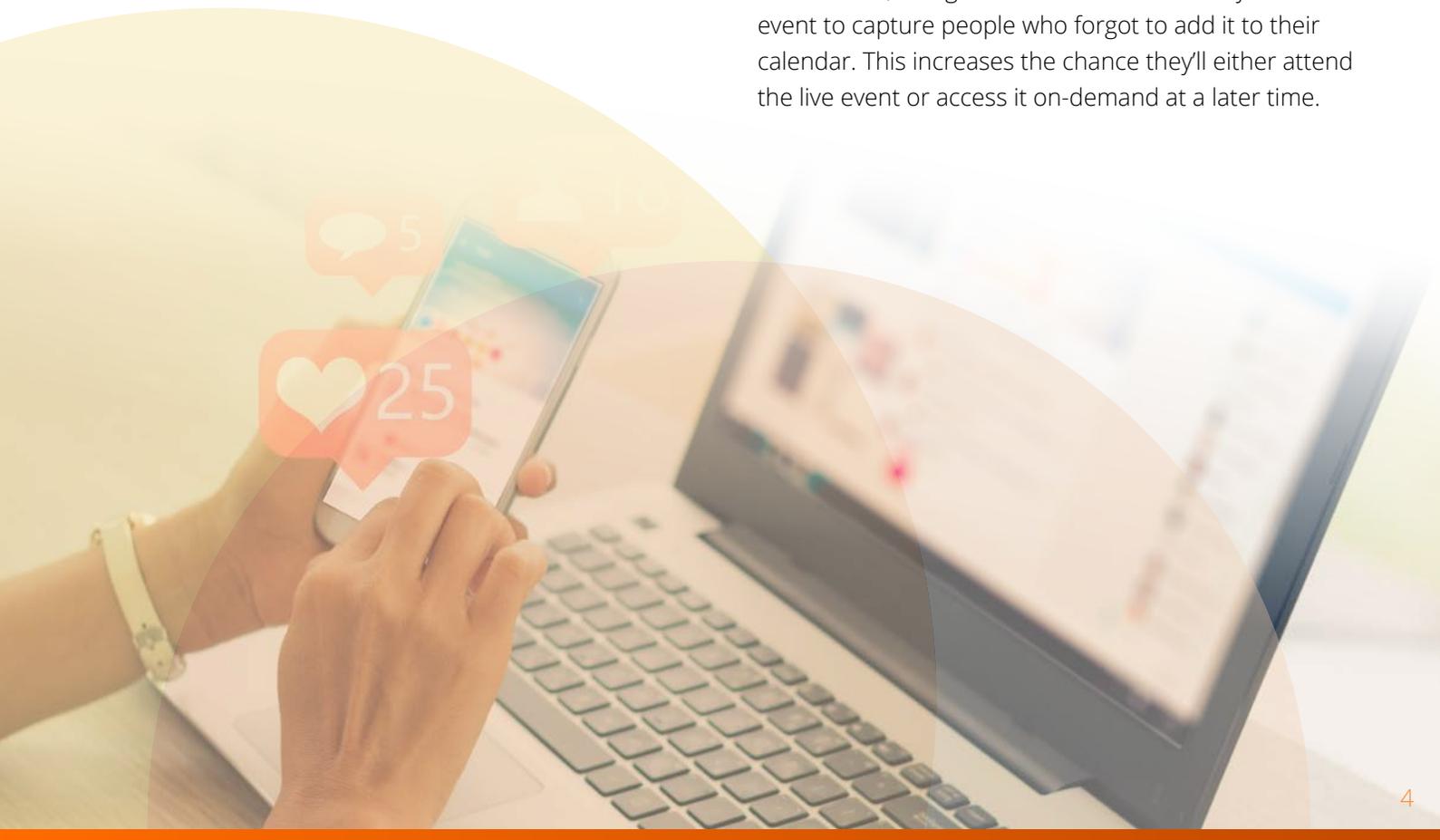
Use this opportunity to rethink the traditional approach to virtual events. For example, in a webcast, instead of just talking over a slideshow, keep your audience engaged by using a live video feed of the speaker along with interactive elements such as polling questions or a Q&A segment. In a webinar, use a fun, creative hook to create an engaging title, slide graphics and promotional material. For example, can you connect your topic to the Olympics, an upcoming holiday, celebrity or a popular trend? A fresh angle will make your content more relevant

6. Spread the word (again and again).

Treat your virtual event like a movie premiere by deploying a marketing blitz, targeting the channels your audience visits for information and resources. You'll need to promote your event multiple times to break through the clutter, get on your audience's calendar and get them to attend. This applies to events targeted to both external audiences and internal employee audiences.

Use all touch points at your disposal to increase the likelihood your event gets watched, such as email, web ads and paid and organic social media. To help make a webcast or webinar more interactive, encourage people to submit questions or comments ahead of time for the presenter to address during the event.

Once you get the RSVP, don't stop promoting; have a plan in place to keep your audience excited leading up to the event, along with reminders on the day of the event to capture people who forgot to add it to their calendar. This increases the chance they'll either attend the live event or access it on-demand at a later time.



7. Lights, camera, action!

It's showtime! Virtual events are a team sport; it takes a lot of people backstage to ensure success. Ramp up your team to cover all your key areas. For example, assign one team member to manage questions as they come into the platform and assign another person to track social feedback.

In addition, have someone available to address any tech-related issues or questions that emerge. If you've tapped your virtual event provider for white-glove service, you won't have to worry about this!



BONUS TIP:

Verify that your provider offers one-click event access and allows people to view events on any device. This will help ensure attendees have a great experience no matter how they choose to watch.

8. Measure. Improve. Repeat.

Once your virtual event is over, the real work begins. Look at the analytics for your event platform, marketing automation platform and CRM platform for email, Q&A, polling and other key performance metrics. Use them to gauge your attendees' engagement level and determine how you can improve in the future. To make your life easy, our GlobalMeet platform integrates with your CRM and marketing systems to provide all your event-related analytics in one place.

9. The virtual event is just the beginning.

Remember way back in Step 1 when we said you should have a call-to-action or next step in place for once the event is over? Now's the time to use it! Whether it's a piece of content, a survey or another tool or resource, take the time to follow up with all registrants (both attendees and people who registered but didn't attend) to continue the conversation.

10. Give your virtual event a good home.

What happens once your virtual event is done and your campaign has run its course? Do you let it sit and gather dust? Do you delete it from the internet forever? Heck, no! Take a page from Netflix and create a portal providing access to all of your events so people can easily watch them all in one place. You can post easy-to-scan transcripts, too! With GlobalMeet Webcast, sophisticated AI automatically generates text transcriptions of your event's audio and video content, ranking topic-relevant, key phrases from your presentations. Clicking these phrases, using custom search terms or clicking anywhere in the transcript easily surfaces the content that is most relevant to your audience, allowing them to navigate your virtual events as easily as surfing the web.

Internal team members can take transcripts and repackage them for their own benefit.

For example:

- **Marketing:** Use the audio transcription as the foundation for a variety of follow-up pieces, such as blogs, checklists or eBooks. These assets can support future campaigns and lead-gen initiatives or prospect/client follow-up.
- **Sales:** Use webinars as follow-up content for sales calls to help answer specific prospect questions and move them down the funnel.
- **Human Resources:** Package employee virtual event updates together into a comprehensive HR manual or onboarding packet to help spread understanding of the company while improving transparency.
- **Investor Relations:** Work with the PR team to create press releases and FAQ sheets for key contacts based on the virtual event content. You can then upload the event, press release and supporting materials to the IR section of your website.



Become a Virtual Event Wizard

GlobalMeet® Webcast and GlobalMeet® Webinar make it easy to create professional-quality virtual events for an unlimited number of participants. When you have an important message to communicate and can't afford to have technology fail, GlobalMeet provides the perfect solution for all of your large-scale communications on one virtual event platform.

[SCHEDULE A DEMO](#)

