

HOW TO Translate your Physical Event into an Online Triumph

Got a conference, workshop or seminar coming up? Now is the time to translate your face-to-face seminar, conference or workshop into a virtual event.

Audiences have never been more willing to attend events online, and many organisations are finding their online events out-perform the physical version for attendance and engagement.

Follow our six-stage approach and turn any face-to-face event into an online winner.

STAGE 1 MODIFY THE CONCEPT

6 WEEKS TO GO

1 CREATE YOUR AGENDA

Decide on your event format, structure and speakers.

Tip: Approach international speakers as geography is no longer a barrier

2 MODIFY THE STRUCTURE

Have a mix of live-streamed keynotes and panel discussions. Pre-record some sessions.

Tip: Ask about local support eg. who will help attendees if they can't log in

3 CHOOSE A TECHNOLOGY SUPPLIER

Select a managed digital events partner or webinar platform. Choose one that can advise you on best practice.

Tip: Shorten everything eg. a 1-hour keynote might become a 40-min session with a Q&A

4 CONFIRM YOUR LOCATIONS

Consider presenting from a studio, your office or a venue, or from your remote presenter's home.

Tip: Your video feed quality will only be as good as your presenters' home internet connection

Tip: Lower the price to reflect lower venue, travel and catering costs

5 SET YOUR PRICE

If your content line-up is strong, you can charge people to attend your virtual event.

6 PLAN YOUR SPONSORSHIP

Most sponsorship packages can be translated for online eg. website banners, webinar console branding, call-to-action buttons and virtual delegate bags

Tip: You may be able to charge more if online viewers will exceed physical attendees

STAGE 2 MARKETING

4 WEEKS TO GO

10 PLAN INTERACTIVE ELEMENTS

Get creative about utilising the interactive elements at your disposal, from live polls and Q&As, to virtual chat rooms and more.

Tip: Your audience can ask questions via private or public chat

7 MARKET THE EVENT

Create your web page, email your database, create your ads. Replace physical mailouts with an additional email reminder.

Tip: Add a question to your registration form to help shape the event content or structure

9 FILM PRE-RECORDED SESSIONS

Record and edit any sessions that are being filmed in advance and finalise them well before the event.

Tip: Remote presenters may agree to record a short video to help promote your event

8 PLAN TO MEASURE SUCCESS

Decide up front what information you need to measure the success of your event.

Tip: Ask your technology partner if they offer an online reporting portal

11 CONFIRM PRESENTER FORMATS

Test each session format to ensure it works the way you expect and adjust your agenda.

Tip: Include breaks between sessions to provide time to test your speakers' tech

STAGE 3 STAGING THE EVENT

2 WEEKS TO GO

12 ON-SCREEN LOOK & FEEL

Establish the visual branding for each session, making the best use of the on-screen real estate or green screen studio backgrounds.

Tip: Incorporate your sponsors at this stage

13 BRIEF SPEAKERS & TEST CONNECTIONS

Confirm your speaker content and presentation format. Common formats include live-streamed video from a studio, live-streamed remote video, or audio and slides.

15 PLAY ON-DEMAND CONTENT

Plan your on-demand presence. Consider if you'll host it on your website or elsewhere online.

Tip: Two-thirds of attendees watch webinars and webcasts on-demand

14 SET UP REMOTE PRESENTERS

Remote video presenters should consider lighting, background, and the quality of their video and audio equipment as well as their connection.

Tip: Webcams, microphones and headphones dramatically improve sound and picture quality.

STAGE 4 EVENT PREPARATION

1 WEEK TO GO

19 SEND OUT EVENT REMINDER & LOG-IN INFORMATION

Ensure a reminder is sent to all attendees the day before or morning of the event.

Tip: Ensure login information is on every piece of communication

16 TRAIN YOUR PRESENTERS

Remote presenters will need to know how to move slides or manage polls on your webinar platform.

Tip: Having a facilitator or moderator do this may make things simpler

18 WHAT'S YOUR BACK-UP PLAN?

For each remote session, have a back-up plan in case of connectivity issues.

Tip: A phone line and slides is a great plan B

17 REHEARSE THE EVENT

Rehearse your digital event as you would for a face-to-face event including remote panel discussions.

Tip: Encourage presenters to rehearse on camera if they're using video

STAGE 5 DURING THE EVENT

ON THE DAY

21 TECHNICAL RUN-THROUGH

Run a technical test just prior to the event to ensure your presenters' internet connections are stable.

Tip: Have them keep a phone handy in case your webinar provider needs to dial them in

22 REMOTE REMINDERS

Remind your remote presenters to lock the door if they are socially isolating with family to avoid on-camera interruptions.

Tip: Put a Do Not Disturb sign on the front door and close windows to reduce ambient noise.

23 TROUBLESHOOTING & BACK-UP PLANS

Have IT support monitoring the remote experience so they can troubleshoot if required.

Tip: If you need to switch to audio, call a short break and put up a slide and music during the transition

24 ENGAGE & RATE

Remember to make your virtual event interactive via polls and questions throughout the day.

Tip: Don't forget to ask your attendees to rate each session during the event

STAGE 6 REPORTING

AFTER THE EVENT

29 RETURN ON INVESTMENT

Consider what the event cost, compared with the value generated for your business.

Tip: Attendance will increase over time as not everyone will view it live

28 REPORT TO SPONSORS

Communicate attendance and engagement data to sponsors and ask for their feedback

Tip: Ask if they can share their results with you

25 ON-DEMAND CONTENT

Send out links to your on-demand sessions for those who didn't attend live but may wish to tune in later.

Tip: Respond to questions in a post-event FAQ if you have a large on-demand audience

30 POST-EVENT REVIEW

Conduct a post-event review to gain learnings while the event is fresh in your mind.

Tip: Incorporate them into plans for your next virtual event!

27 MEASURE SUCCESS

Monitor your attendance and engagement data.

Tip: Circle back to the metrics you established in Stage 2

26 PROMOTE & SHARE

Slice and dice your content and re-use it to get as much mileage out of your event as possible.

Tip: Share it with your presenters and sponsors to maximise reach

Use Redback Connect For Your Next Virtual Event

Redback Connect can help translate all aspects of your physical event program into a digital triumph.

Take advantage of our elegant, easy-to-use webinar platform, virtual event management service, 24/7 local support and Happiness Guarantee to turn your face-to-face event into a virtual winner.

Hear from some of our happy customers, or reach out to one of our sales representatives.

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