



10 Things to Consider When

HOSTING A VIRTUAL MEETING

1

REPRIORITIZE YOUR GOALS

Think through how your virtual event gives you flexibility to change up your event, to strip down all the excess and get back to the real purpose and goals of the meetings.

Consider ways to be more creative, concise, and effective and focus on completing your work and meeting your goals.

2

CREATE A CALENDAR

Create a production schedule.

Consider when to market and open registration for maximum attendance.

Ensure you have time to train presenters and delegates.

3

PICK A TIME AND DATE

When picking a time and date, think about the day-to-day activities of your audience. If you're appealing to the 9-to-5 crowd, Monday is probably not going to work. But later in the week, when they're needing a mental break from their workload, may be better.

Is your event international or does it cross time zones? Think of all of your attendees when picking the date and time.

4

THINK THROUGH WAYS FOR ATTENDEES TO FEEL INCLUDED AND ENGAGED

Think through the ways you can encourage those same feelings of inclusion, connection, and common experience even while people are not together for an in-person event.

5

CHOOSE DYNAMIC PRESENTERS

Make certain your presenters know how to engage your audience.

Consider if the most engaging presenter during your in-person meeting translates well in the extra engagement efforts that a virtual event needs.

6

TECHNOLOGY IS SIMPLY THE MEDIUM

Focus your content with a clearly recognizable beginning, middle, and end to each presentation to keep the attention and allow participants to feel involved.

Ensure presenters are engaged with the event goals in mind.

7

THINK MOBILE

Think through what the mobile view of your platform looks like.

Ensure you have large enough font on presentations.

Consider which view the mobile attendees get versus a computer/ tablet attendee to best share information.

8

ASSIGN MODERATORS TO THE CHAT AND Q&A FEATURES

Assign a moderator to respond to the "quick" questions.

Have a system for the moderator to get the presenter's attention when they need to answer a question that has come through.

Give follow up information and contact information in the chat.

9

DO A DRY RUN

Test your connection.

Test your equipment.

Ensure each presenter is ready.

Finalize presentations.

10

HAVE PRESENTERS MUTE THEIR NOTIFICATIONS

Make certain all presenters mute their notifications on their device they are presenting from.

Have them silence all other devices.