

WOW! Virtual Event Planning Guide

Topic:

 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: Time:

\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_

⬚ Industry Event ⬚ Networking Event

Collaborative Event: ⬚ Yes ⬚ No

Collaborating Organization: (Think big! You have the world at your virtual fingertips)

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Type of Event:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Purpose of the Event:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Hosting Site:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Site Requirements: (Paid membership, Time limits, Number of participants)

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Format: (Live, Pre-Recorded, Panel, Single Speaker)

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Speaker:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Target Audience:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Content/Key Takeaways for Attendees: (What is the value for your members and future members)

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Who are your Event Project Teams:

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How can we get more members involved:

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How will we create Intentional Networking:

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How can be use this program to recruit new members:

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Potential Strategic Partners:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What are Strategic Partners Getting: (Commercial Spot during event, emails of attendees, recognition in promotions)

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Budget Information: (Use an event budget for each event, include budget for speaker, venue, additional venue expenses, promotions for marketing)

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|  |  |  |  |
| --- | --- | --- | --- |
| Ticket Prices | Early Bird | Standard | Day Of |
| Member |  |  |  |
| Future Member |  |  |  |

Things to consider:

* Zoom Pro- 14.99-49.99/month, have a strategic partner sponsor the monthly fee
	+ Multiple Screen-Share, Organization Branding, Interactive Whiteboarding Capabilities, Room Size Optimization, Break-out rooms
* Live Games and Competitions
* Commercials for Strategic Partners
* Live Stream the event or Pre-record for ability to edit and enhance
* Immersive Environment
	+ Have everyone do a vacation backdrop, themed events, set up your space as if it were a live event
* Virtual Entertainment
	+ Local artists, members who are performers, larger performers in collaboration with other organizations or networks
* Health & Wellbeing
	+ Workouts classes with personal trainers, morning yoga, zoom classes, cooking classes, meal planning workshops, goal setting workshop
* Hold separate introduction tutorials sessions for those intimidated by virtual life
* Incentives for participation
* Unite under a common purpose
* Don’t cancel events, adjust and announce the new and improved plan

Timeline to a WOW Successful Event

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Assigned To | 60 Days | 30-60 Days | 15-30 Days | 7-15 Days | 1-7 Days |
| DIGITAL MARKETING |  |  |  |  |  |  |
| Post on local and state websites |  |  |  |  |  |  |
| Post on [WCR.ORG](http://wcr.org/) |  |  |  |  |  |  |
| Digital Flyer |  |  |  |  |  |  |
| Eventbrite/online ticket |  |  |  |  |  |  |
| Facebook post schedule |  |  |  |  |  |  |
| Facebook event |  |  |  |  |  |  |
| Digital newsletter |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |
| eblast |  |  |  |  |  |  |
| Slydial |  |  |  |  |  |  |
| Text Program |  |  |  |  |  |  |
| TikTok |  |  |  |  |  |  |
| Snapchat |  |  |  |  |  |  |
| Video (from speaker, venue, food) |  |  |  |  |  |  |
| LIVE PROMOTION |  |  |  |  |  |  |
| Women's Council Event |  |  |  |  |  |  |
| Local Association Event |  |  |  |  |  |  |
| Office Meetings |  |  |  |  |  |  |
| Industry Events |  |  |  |  |  |  |
| PRINTED PROMOTION |  |  |  |  |  |  |
| Printed newsletter |  |  |  |  |  |  |
| Flyer |  |  |  |  |  |  |
| Publication |  |  |  |  |  |  |
| FOLLOW UP |  |  |  |  |  |  |
| Thank you notes |  |  |  |  |  |  |
| Social Media Posts |  |  |  |  |  |  |
| Thank you for partners |  |  |  |  |  |  |
| Filling out best program form |  |  |  |  |  |  |