Checklist For Your **FIRST** Virtual Event

thryv

Virtual event success doesn't happen overnight. Use this checklist to **stay on task** to **host an engaging** virtual event.

2-3 Months Before

- ☐ Define event goals and objectives.
- ☐ Identify target audience.
- ☐ Select appropriate event format.
- ☐ Set event budget.
- ☐ Research and select streaming service plus video and audio recording tools.
- ☐ Identify attendee event price.
- ☐ Select registration tools and invitation format.
- ☐ Layout preliminary agenda.
- ☐ Organize and launch promotional strategy (email, SMS text, social media, etc.)

Tip:
Don't simply pick a streaming platform because it's free or popular. Do your research and ensure that the platform you choose provides value and helps you achieve your desired goals for the event.

1 Month Before

- ☐ Do a dry run.
- ☐ Finalize event agenda and review content.
- ☐ Develop back-up plan for potential day-of issues.
- ☐ Identify interactive elements (surveys, polls, live Q&A, etc.)
- ☐ Practice, practice, practice.

Tip:
Interactive elements can drastically increase engagement at virtual events. How you handle them shouldn't be taken lightly. Depending on the size of your event the chat feature may suffice, or you may want to consider an audience response software.

The Day Before

- ☐ Hold final technical walk-through.
- ☐ Send event reminder to attendees (email, SMS text, etc.)
- ☐ Hype your event on social media.

Tip:
Streamline event reminders with automation. Thryv users can set up automated SMS messages to remind attendee goers of the event. Set them to send the day before and 15 minutes before you go live!

Event Day

- ☐ Check all equipment is working properly.
- ☐ Determine team for attendee troubleshooting and technical support.
- ☐ Continue event promotion on social media.
- ☐ Send final event reminder to attendees (email, SMS text, etc.)
- ☐ Launch your FIRST virtual event.

Tip:
Wield the power of mute. You don't want an errant dog barking in the background of your carefully curated event. Make sure that you or your team can control the attendee's microphones during the event.

After The Event

- ☐ Breathe. Your first virtual event was a success.
- ☐ Send a Thank You note to event attendees (email, SMS text, etc.)
- ☐ Distribute post-event collateral (presentation recording, slides, follow-ups, etc.)
- ☐ Ask event goers for reviews and suggestions for future events.
- ☐ Share content on social media.
- ☐ Start planning your next event - you're a pro now.

Tip:
Your successful event is a great place to start when looking to create content for your small business's website. Develop blog pages or social media posts using tips and tricks you picked up from speakers or presenters.

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