

HOW TO TURN YOUR VIRTUAL EVENT INTO A SUCCESS



Virtual vs. Physical Events

Tired of being stuck in a conference center with jetlagged fellows? Virtual events present a cost-effective and time-saving alternative to physical events, providing you with an increased reach and global availability. This also goes for hybrid events which combine physical events with the interactive features and increased potential of virtual events. Conferences, career fairs, employee meetings – there are basically no limits to the universal applicability of virtual events. Flexible participation options via computer or smart device are part of what makes these types of events efficient communication tools.

The Benefits of Virtual Events at a glance:



Cost-Effective: The elimination of travel and housing costs and the reduction of project costs result in a positive return on investment.



Reach New Target Groups: The digitisation of your event means that you can expand your reach and gain an audience across different continents.



Anytime, Anywhere: Participants can freely choose the components of the event they wish to attend – no matter how far apart they are in terms of time or space.



Go Green: By making an event virtual, you contribute to a sustainable economy.

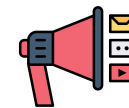
Virtual Event Success in 4 Steps

When you decide to host a virtual event, you will find that structured planning is just as essential for a successful event as for physical events. But there is no need to worry, you will be familiar with many of the steps. Through our long-time experience of hosting and managing virtual events, we are able to assist you throughout the entire planning process and prevent pitfalls of digitizing an event.

Generally, for a successful virtual event premiere, 4 simple planning steps need to be tackled:



Step 1: Structure & Appearance



Step 2: Marketing



Step 3: Content & Co.



Step 4: Fine-Tuning & Testing

Step 1: Structure & Appearance

3 months ahead of the event



The structure is mainly determined by its type and intended target group. You have to consider that virtual events often have a compressed duration to adapt to visitors' attention spans. Use live surveys or live Q&As to engage your audience at home and keep them involved.

After the goal is defined, there is more freedom when it comes to the appearance, meaning individual elements and features of the digital interface but also the design of the event environment.

What has to be done:

- Finalize facts on the outline and duration of the event incl. an approximate information about the planned number of presentations, the exhibition booths and their contents.
- Collect materials for the first draft of the event interface: photos, sketches, corporate design guidelines, logos, banners, etc.

How meetyoo will support you:

- Assistance in finalizing the concept for your first virtual event including support on which features to include.
- Support from experienced 3D-designers to ensure an impressive event appearance.

Step 2: Marketing

2 months ahead of the event



Same as any event, a virtual event must be promoted with clever marketing measures to attract an international audience (but remember to consider time zones). Your content will be complemented by a registration page for your event. Include a link with UTM-tracking to this page in all posts, tweets, ads and landing pages you create. After signing up, all registered participants will receive reminder mails to make sure they do not miss out on the event.

What has to be done:

- Develop a marketing plan.
- Design marketing content and write copies.

How meetyoo will support you:

- Individually set up the template-based registration page to gather all relevant information from participants.
- Host the mailing software to stay in touch with registered participants.



Step 3: Content & Co.

4 weeks ahead of the event



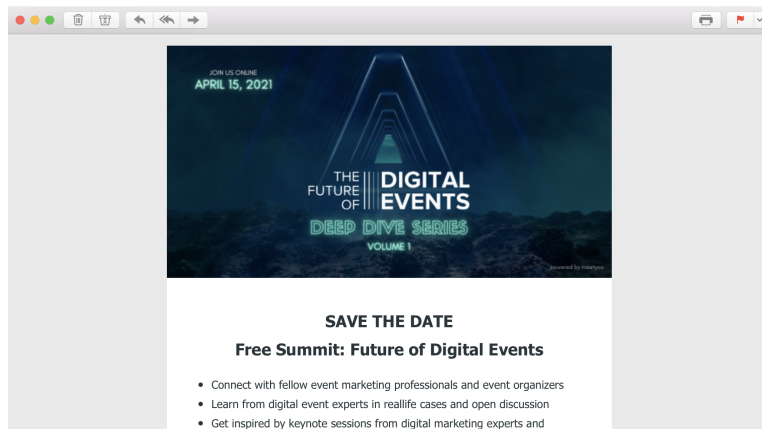
An appropriate content strategy is central for engaging your target audience. Engage participants with discussion rounds and keynotes by industry experts and make sure your own or your exhibitors' booths provide all important information regarding your products, procedures or recruitment requirements. All content must be defined and then delivered ahead of time.

What has to be done:

- Send your project manager all downloadables, videos and details for exhibition booths.
- Schedule thematically relevant keynote sessions, polls and panel discussions with participants and operators.

How meetyoo will support you:

- Training sessions for webcast speakers.



Step 4: Fine-Tuning & Testing

14 days ahead of the event



Countless features and small details transform virtual events into authentic and engaging experiences: networking lounges, gamification elements like raffles and scavenger hunts, randomized group chats, etc. After testing every feature and familiarizing yourself with your role as the host, it is your time to shine and reap the fruits of your labor and your first digital event.

What has to be done?

- Explore the virtual event environment and enjoy the benefits of the interactive possibilities.

How meetyoo will support you:

- Develop the final virtual event platform based on individual requirements and wishes
- Schedule training sessions with booth personnel and keynote speakers.

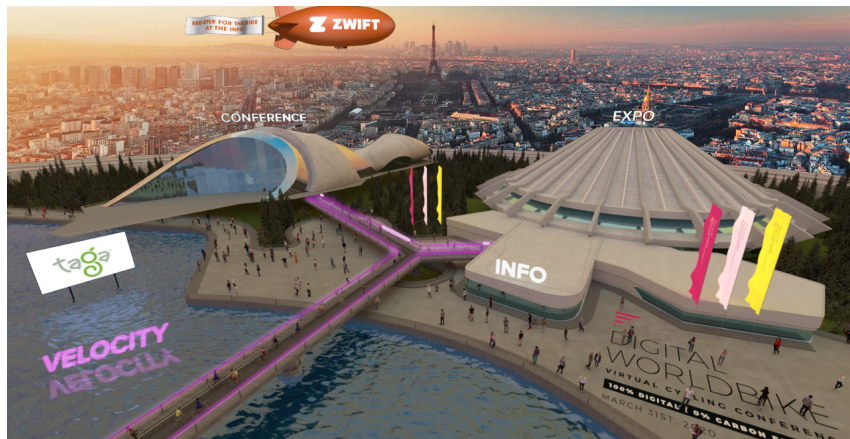


Make Your Digital Event a Success

Planning and realizing your own virtual event requires some preparation and sticking to a plan. Thanks to our many years of experience with creating outstanding digital events, we at meetyoo know exactly what needs to be taken into account and what is important to our customers.

The organisation of any type of event requires much work and cooperation, but you do not have to do everything by yourself. Since we are a managed service provider, our project managers will take care of setting up your virtual event and training your staff while working in close cooperation with you.

You will be able to focus completely on creating an event concept and tailoring the features our platform offers to the needs of your intended target group.



Feeling Ready for Your First Event?

Please, contact our sales team - we are looking forward to giving you a free demo of our digital event platform and helping you identify the best features for your ideal event.

Contact us here:

sales@meetyoo.com

Website:

<https://meetyoo.com/en/>