

Going Virtual

How to Smoothly Migrate In-Person Events to Online Environments

ONLINE AUDIENCES CAN BE FICKLE.

But the show must go on! If you're adding virtual environments to your event package, you need to consider how to optimize your assets for an online audience's attention span. This infographic briefly explores the nuances of smoothly migrating historically in-person events to virtual environments.

THE SITUATION

- Your company is considering going virtual for its annual conference due to unforeseen circumstances (i.e. inclement weather, coronavirus, etc.).
- You want to expand the reach of your in-person events via "simulcasting."
- You're migrating in-person events to virtual environments to reduce time and money costs.
- You've begun integrating webinars into your customer journey.



HOW ARE VIRTUAL PLATFORMS BEING USED?

- Annual conferences
- Sales/demo meetings
- Webinars
- Strategy meetings
- Training sessions

Companies that have migrated their 2020 conferences to digital platforms:



IMPORTANT CONSIDERATIONS FOR VIRTUAL EVENTS:

THEY EXPAND YOUR REACH

Whether you're going 100% virtual or "simulcasting," adding an online element increases your event's reach potential. This means the ability to bring in experts from anywhere in the world as well as improving accessibility for people who don't have the time or money to attend in-person events.

THEY EXTEND THE SHELF LIFE OF YOUR CONTENT

Your content doesn't stop being valuable once the online conference is over. Videos and talks can live on as a branded, searchable experience that can continue to drive engagement.

THEY ALLOW YOU TO GET CREATIVE

With an online experience, you can play with content formats, bring in additional speakers as remote guests, and engage your audience in a measurable way.

THEY'RE BETTER THAN CANCELLING

Event cancellations can mean revenue loss, disappointed staff, and upset attendees. Virtual events help you mitigate impacts to your business while providing a safe, enjoyable experience for your guests.

THEY REQUIRE MORE INVOLVED VISUAL AIDS

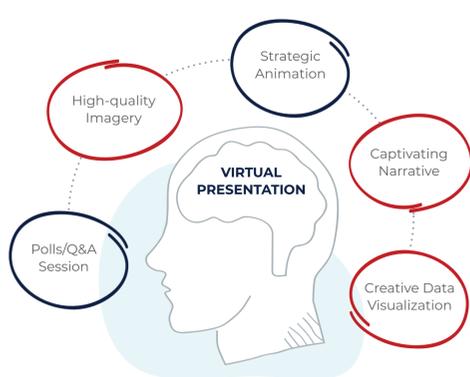
With online events, participants have more opportunities for distraction. They can surf the internet in another browser window, check social media on their smartphones more easily, and leave their computer whenever they please. Figuring ways to keep their eyes on the screen—including polls, high-quality imagery, and strategic animation—is key.

DIFFERENT ONLINE EVENTS CALL FOR DIFFERENT VIRTUAL PLATFORMS

Are you casting a conference or a webinar? A sales meeting or a training session? Virtual platforms aren't created equal, and depending on the type of event you're hosting, the platform you choose could make or break the event.

INSPIRING AUDIENCE ENGAGEMENT ONLINE

Whether for virtual conferences, sales meetings, webinars or the like, garnering and keeping an online audience's attention demands alternative tactics. Improving visual aid elements like image quality and strategic animation keeps eyes on the screen, while integrating interactive tactics like polls keep them engaged.



[Read the Data Visualization Guide](#)

[Read the Presentation Animation Guide](#)



CAN VIRTUAL CONFERENCES REPLACE IN-PERSON

(In most cases, yes.)

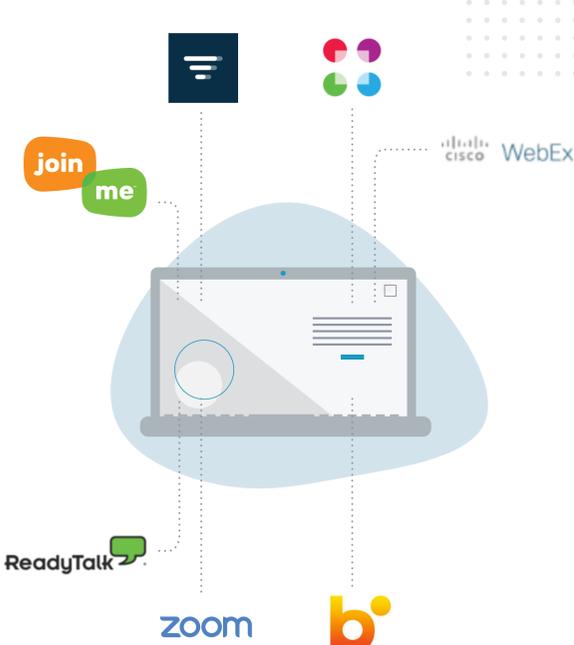
- They still convey non-verbal cues
- They improve participant engagement
- They're *more* personal
- You can still charge for attendance

TYING THE EVENT PURPOSE TO THE TECHNOLOGY

Depending on the type of event you're hosting online, the virtual platform you choose could make or break the experience.

FUNCTIONALITIES TO CONSIDER:

- Presentation streaming
- Private chat
- Real-time chat
- Screen sharing
- Video conferencing
- Mobile access
- Electronic hand raising



VIRTUAL MEETING/CONFERENCE DO'S & DON'TS

- **Do** display a dynamic presentation
- **Do** use multiple engagement technologies
- **Do** eliminate distractions
- **Do** come prepared
- **Do** dress the part
- **Don't** make your presentation too long
- **Don't** engage to just engage
- **Don't** speak too fast or too slow

