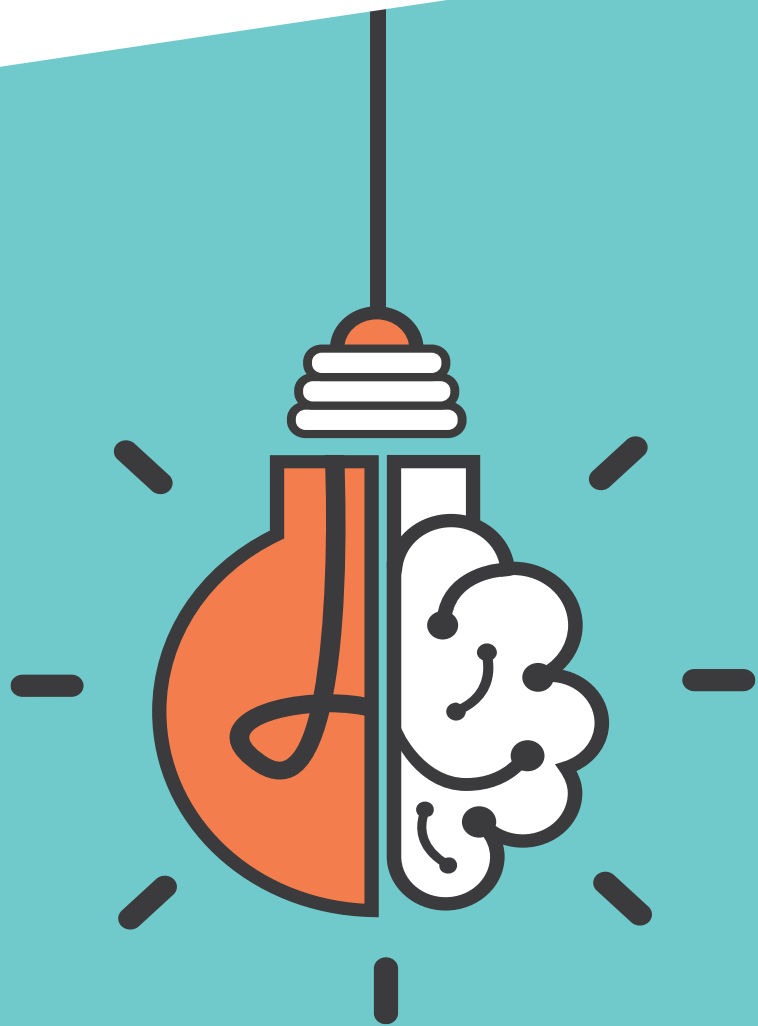


YOUR ULTIMATE GUIDE TO VIRTUAL MEETINGS AND EVENTS



One10^x

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Event basics.
Some things never change





Just like face-to-face meetings, virtual meetings and events still begin with the basics.

Know your audience

Think about the demographics of those attending. Before you start planning the agenda and developing content, you must consider your participants. Who are they? What is the average age? What are their interests? What are common threads that bond them? Then, how will you get them to stay engaged? If you can't envision them participating in something live, don't expect them to do it virtually either. Ultimately, you need to determine what is going to make this meeting or event successful for your attendees.

Think about the characteristics that will bring your attendees together, not divide them.

My attendees share these three characteristics:

- 1.
- 2.
- 3.

Define business goals

As you consider the content of the meeting or event, consider what your business is looking to gain and what you want your participants to do as a result. While it's common to have multiple goals, it helps to only focus on a few such as:

- *Education*
- *Recognition*
- *Loyalty*

Here's a closer look.

Education

Are you launching a new product or implementing a new process? Would knowledge be reinforced through demonstrations and the opportunity to ask questions? Do you want to create a collective understanding and buzz? A virtual training event might be much more effective than self-study. Remember, you can offer breakout sessions as part of a broader virtual event, complete with impactful learning modules, testing, certification and incentives.



Define business goals (cont.)

Recognition

The feeling of appreciation and pride can still be very real even when holding a virtual recognition event. It is a great way to announce winners to your entire organization. And, you can offer your top performers the opportunity to select their own rewards. Working with a full-service incentive and recognition company will allow you to integrate an online catalog with amazing options:

- **All-inclusive travel packages.** *What would winners say if they could attend the Masters Tournament on your dime?*
- **Merchandise.** *Winners can select from an amazing array of cool items – the cappuccino machine or the Sonos speaker – their choice*
- **Experiences.** *Always wanted to sit in Row 5 at a Garth Brooks concert? Done!*
- **A donation to charity.** *Now more than ever, winners will appreciate the opportunity to do some good and give back*



Define business goals (cont.)

Loyalty

Sharing important business information through a “by invitation only” event has always been a great way to convey commitment and trust and is key to strengthening relationships with valued stakeholders. However, virtual events still offer a sense of exclusivity and provide opportunities for collaboration. In fact, in some ways, it’s easier. Asking a question in a live room can be intimidating, but, writing a question in a Q&A box can be less stressful and more manageable. Plus, you will have all the questions documented for easier follow-up after the event!

What high-level business goals are you looking to achieve? (1 to 3 goals are best)

- 1.
- 2.
- 3.



Create event objectives

Now that you know what your business goals are, it's time to distill these into more granular event objectives. Know what will make this a win for both you and your participants. We don't need to tell you to make SMART goals, but please make sure you attach some numbers to your objectives. By creating these objectives, you will also be generating benchmarks for the future, (especially if this is the first time you are hosting this meeting or event virtually). Here are a few ideas for starters:

Get XX% of your sales team members certified on a new product



Build loyalty with your top performers and increase your rsX™ (Relationship Strength Index) score

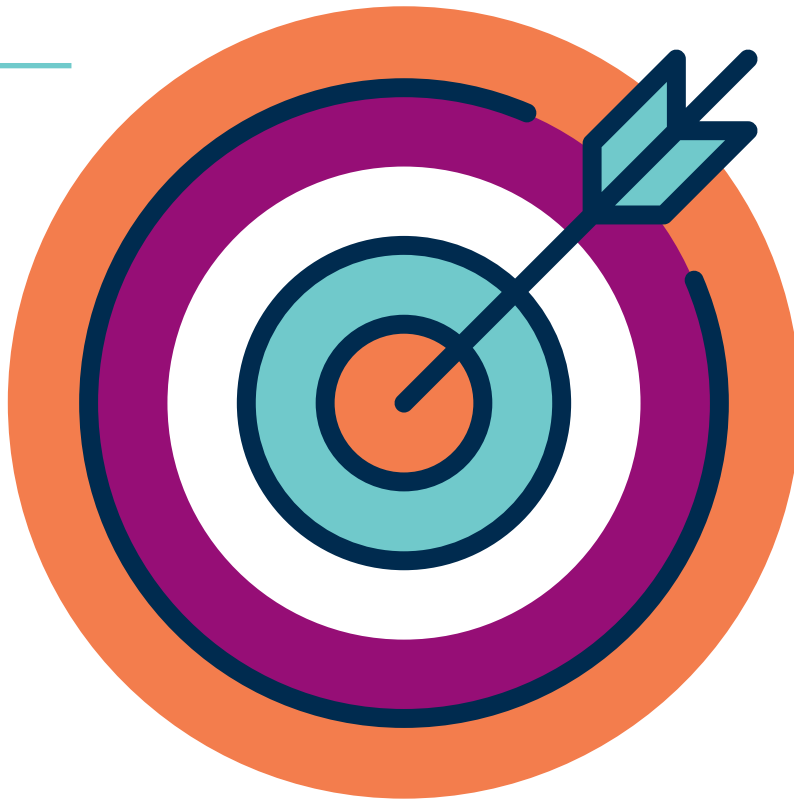


Pay for 50% of the virtual customer conference with sponsorship dollars



Increase the attendee rate of your conference by 10% YOY





Create event objectives (cont.)

Live events often have a component of recognition. For example, rewarding top performers through an exclusive ceremony during the program or even sending the participants on an incentive travel experience. These are both great options, but did you know that you can achieve the same goal by going virtual? Perhaps your virtual event has a ceremony where the CEO calls out the winners' names with a congratulatory message. Another idea includes incorporating a reward catalog with a gamification element into your event. Top performers could play a game and earn points that can be rewarded for merchandise, gift cards, individual travel, unique experiences, sporting events or even donations to a charity of their choice. You could even use a virtual platform to announce the winners and provide them with a link to redeem an award after the event. While recognition is not a goal of every engagement, there are a number of ways to make top performers feel special.

What are you trying to accomplish by hosting this meeting or event?

- 1.
- 2.
- 3.

Set budget parameters

This is a big one. And, should be relatively simple. You really won't know how much your event is going to cost until you start creating a vision and understanding the components involved. That said, it will be helpful to know what you are willing to spend on the event in totality. Is it \$20,000? Ok, then sponsorship or attendance fees—better step up! Is it \$1,000,000? If that is the case, you can expect to include some production elements that will “wow” your attendees.

Whatever the magic number is, keep that in mind as you are meeting with various providers. The more you can share with your “virtual event” teammates up front, the sooner you can understand the reality of what you are able to create. By working with an event management company, you can determine how to extend your budget and ensure you are keeping your overall goals in mind.

What is your “all-in” event budget?

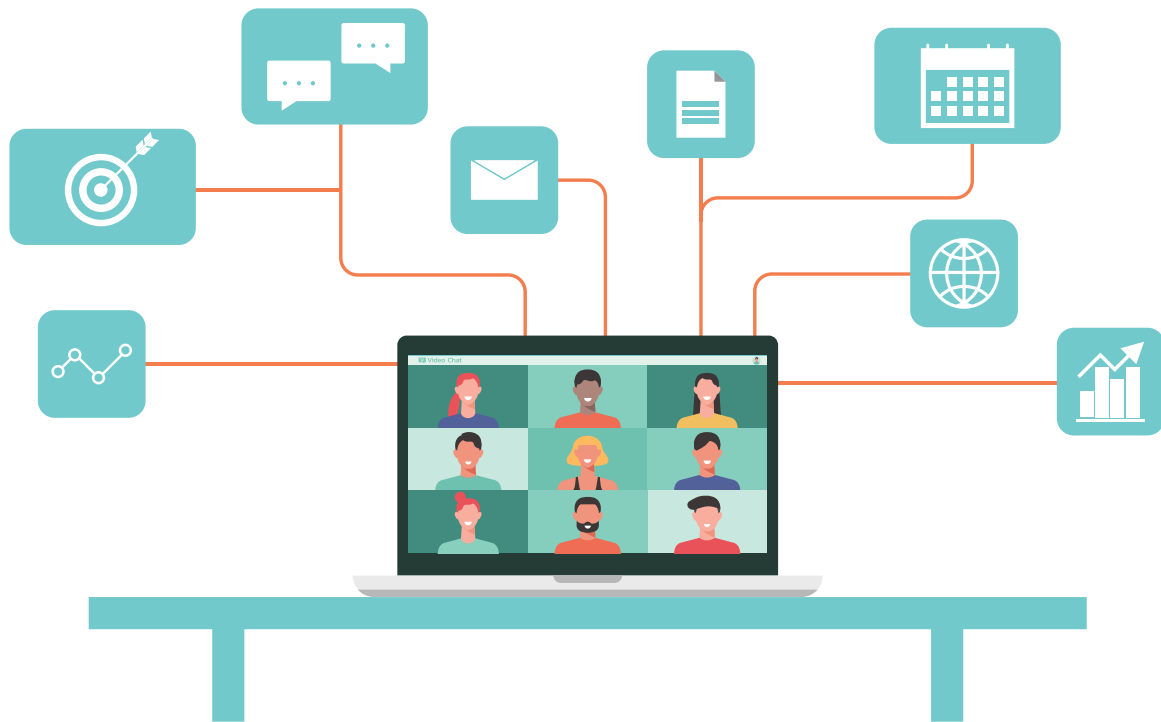


What's your vision?

Designing your ultimate event



Define your optimal event



Apply your theme/brand

No need to shy away from developing a theme that reflects an event is virtual. Take this opportunity to rethink how to position your meeting or event AND how you will carry it through all the elements in a cohesive manner. Different platforms offer different options. Think digital banners instead of signage in the hallways. Having a well-developed theme and brand that is infused in all materials will help you in the next area: telling your story.

What are the creative components you want to include in your theme (company logo, certain colors, any graphics, phrases, etc.)?

- 1.
- 2.
- 3.

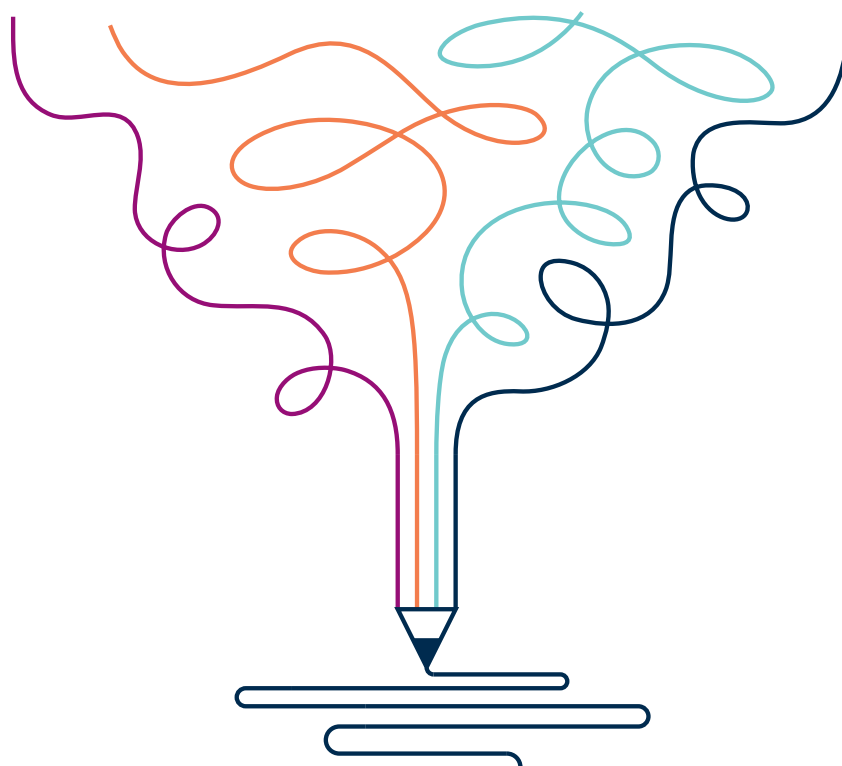
Say what you need to say — write your story

Now that you know your audience, have your business and event goals in mind, define your budget and develop a theme. It is time to bring your vision to life. The best part (or is it?) is developing your content. Getting your content across is important, but how you say it could be even more critical for a virtual event. Of course, you need to get your content to your audience, but virtual engagements require a little more creativity when it comes to delivery.

It is so easy for people to multitask at home or in their office. Avoid the drifters! Shorter sessions and shorter events overall are the name of the game. Who said a 60-minute session was the best way to host a keynote? What about a 20-minute “Power Hour” instead? Adding elements of on-demand content alongside live presentations is a great way for all attendees to experience the conference on their terms.

What are the main ideas you need to get across for your virtual event or meeting?

- 1.
- 2.
- 3.
- 4.
- 5.



Provide “experiential” elements

We love this one. It’s time to decide how you are going to “WOW” your participants. Just like an in-person experience, you need to decide how to bring life to the screen. Virtual components will be somewhat dictated by the platform you choose to support your meeting or event.

You may create a wide array of pre-event experiences to bring your participants together. Morning coffee or even a 5K run! There may be options for a collective activity that has everyone singing off the same songbook. There may be networking lounges or one-on-one sessions. Even if you are using a more straightforward platform — like a webinar — you can interject engaging elements.

Ask questions or take polls that get your attendees thinking and connected. Reward them for their feedback with virtual swag. Or, get real! Send attendees a snack pack for an afternoon break. Cocktail hour? Yes, that’s possible! A mix of virtual and tangible elements will help keep your attendees’ attention throughout the event and give them reason to remember it well after.



Provide “experiential” elements (cont.)

Jot down all the ideas that come to mind. What are the ways you have created “WOW” moments “live”? Could you apply some of these same experiential elements to virtual? If so, what would that look like?



Many meetings include a CSR component — whether that is a team-building exercise or a way for participants to give back. Perhaps part of the program is mailing participants a “CSR kit” where they could do an activity for a charity on your company’s dime.

Maximize connection points

During every face-to-face event, at least one presenter will pose a question when participants are asked to raise their hands. That's well and good, except, we have no idea who those people are after the fact. With virtual meetings and events, you can have real time and specific participant information right at your fingertips. When Mike Jones raises his "virtual" hand and tells you that he appreciates the training materials you created in advance of the meeting, that is a good piece of information.

There are so many options for connection points within virtual technology — whether that is polling throughout the sessions, Q&A with a live moderator, live chats with leaders, networking lounges to connect with other participants, you name it! Take advantage of all of these. Once you have content developed, your creative and production partner will help you maximize where those connection points should appear.

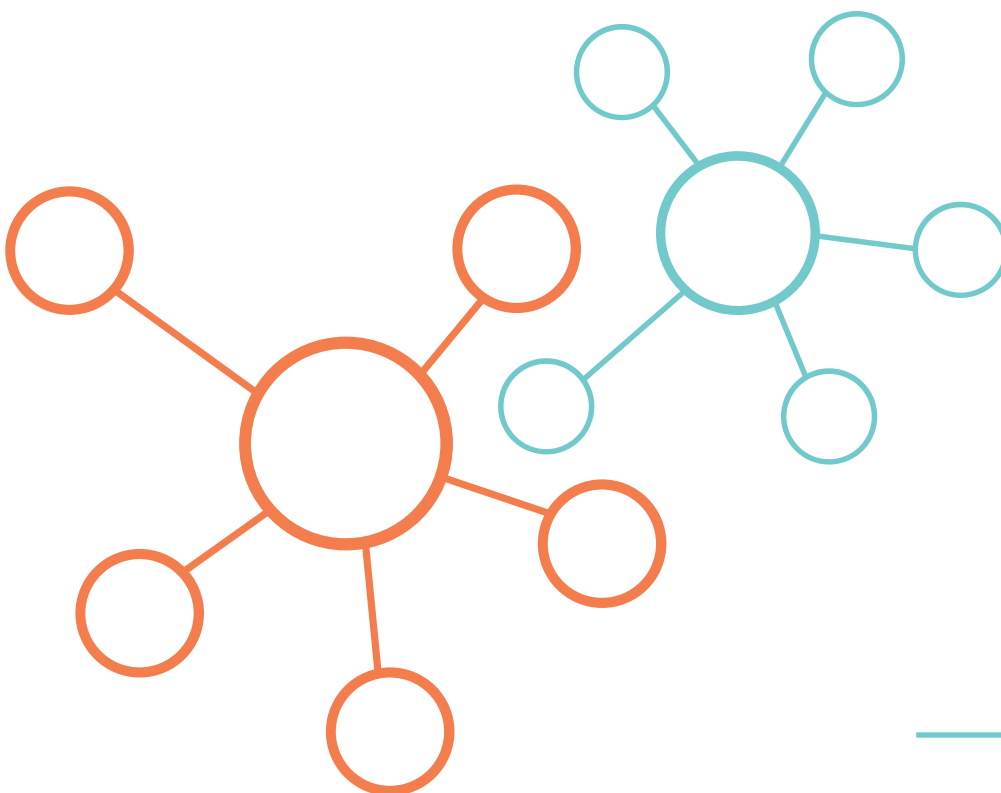


Maximize connection points (cont.)

You can have your cake and eat it too! By creating connection points for attendees before or after the online experience, you can bring your event to life. We know face-to-face connections are the best if your goals are to encourage relationship building and networking. If the environment is safe to do so, you should absolutely consider hosting “mini-networking events” in cities where there are large populations of attendees. Smaller, location-based events may create deeper connections with your attendees and the potential for them to continue meeting in person on their own time.

What information are you most interested in learning from your participants in real time?

- 1.
- 2.
- 3.
- 4.
- 5.



**Leveraging the experts.
Mastering experience design**





Find your “virtual” teammates

Define your strategy

Regardless of the delivery (e.g., in person, virtual or hybrid), strategy and management components of an event are relatively the same:

- *Strategy and Design*
- *Sourcing and Contracting*
- *Marketing Communications*
- *Sponsorship Management*
- *Registration Management*
- *Logistics*
- *Gifting Services*
- *Budget Management*
- *Survey and Data Analytics*



Define your strategy (cont.)

Before you consider your other “virtual” teammates, we recommend first partnering with a company who focuses on delivering excellent events for clients both in your industry and others. A company with decades of experience that has worked on a variety of events is ideal. That way, the management company can pull from their experience and apply it to your meeting or event.

Research and list three companies that provide event strategy and management services (Hint: This is One10’s sweet spot.)

- 1.
- 2.
- 3.



Though your engagement is virtual, you can still create a “live” experience for your attendees. Perhaps you use a meal delivery kit service and encourage participants to make dinner one night? You better believe there will be stories shared on failed attempts or discussions on the delicious meal. We can see the hashtag forming already – #VirtualDinnerFail. Even better, create a virtual happy hour by sending your attendees a few small bottles of wine and an invitation to a tasting event with a sommelier. Whatever you do, make sure the common experience ties into the overall story you are telling.

Sponsorship management

Delivering the value of sponsoring a virtual customer event is not unlike sponsorship management for a live event. Though potential sponsors may perceive a virtual event to have less ROI or traffic, that is a misconception! Virtual events tend to get more traffic than live events because they are available to all – not just those who can travel. Virtual events can “live” past the actual event through on-demand sessions and technology for a defined period of time. Sponsorship management is a lot more than just creating a prospectus and sending it out to your partners.

To develop a robust sponsorship strategy where you can truly pay for or cover some costs for your event, it takes expertise. A few things you should look for in a sponsorship management company's process: pre-sales discovery, pre-sales program development, sponsorship sales, post-sales engagement (fulfillment), sponsorship invoicing and collections, support during the event, as well as post-event assessment and survey. Also, ask for case studies. Sponsorship management is a true competency of event management companies. They've either been successful in the past or they have not.

What are your financial targets if you are considering sponsorships as a way to pay for part or all of your event?

- 1.
- 2.
- 3.



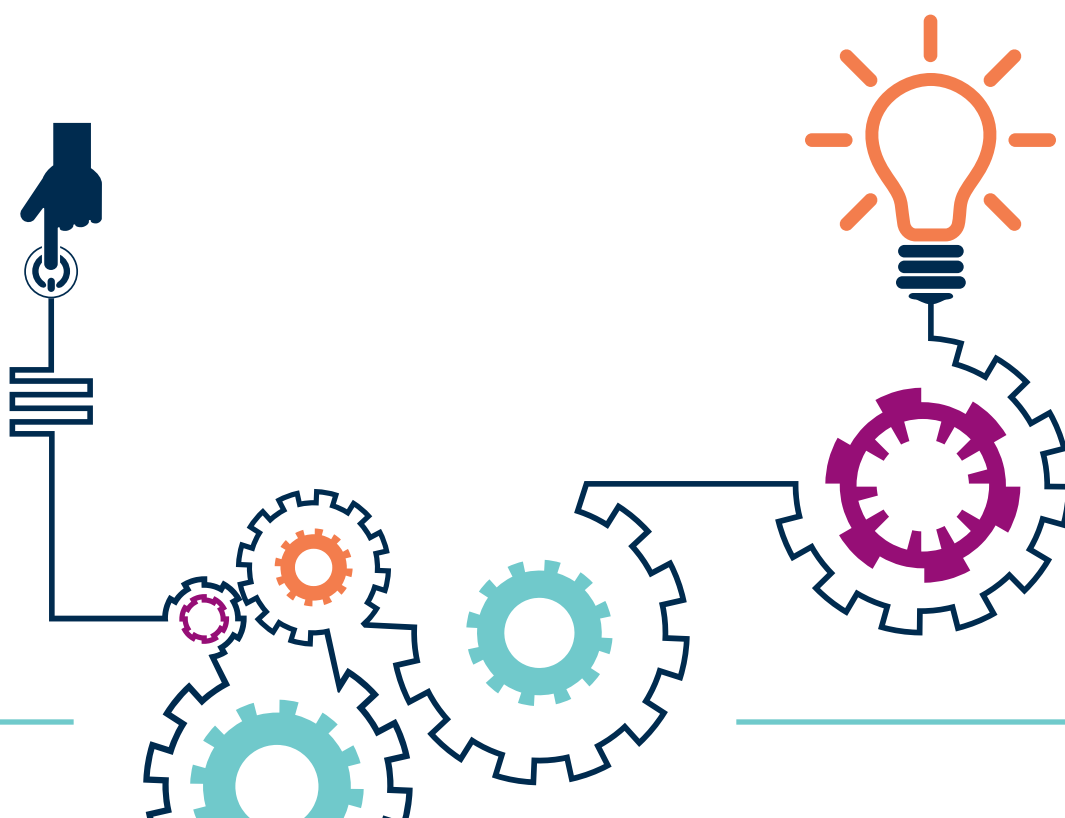
Creative and production

If you have partnered with an experienced event management company, they will be prepared to support your creative and production needs — in-house or through a trusted, proven partner. Or, they can work seamlessly with your selected agencies. That said, you should also be educated on some of the key factors to consider for your specific event or meeting. Extraordinary graphics and augmented reality components can be extremely effective to generate excitement. They can also be a complete turn off if the audience views them as frivolous and not a good use of their time.

It gets back to the basics. Know your audience. Keep your objectives in the forefront of planning. Consider your budget parameters. Again, some things never change. Pro tip: Ensure the creative and/or production companies you are considering are forthcoming with samples and mock-ups of the experiences they can create. One of the benefits of virtual events is that you can get a really good idea of what your event is going to look like in advance of go time.

What unique production elements would you like to see incorporated into your event? (e.g., eXtended Reality, videos, live presenters, multiple presenters at once, storage for documents, live panel display, digital demos, etc.)

- 1.
- 2.
- 3.



Delivery technology

There are a variety of different event technologies that offer various features and benefits. Some technologies are just a glorified FaceTime, while others are a “one-stop” virtual platform. Things to consider when you are working with your teammates to decide the best technology: number of participants, overall budget per participant, your agenda and complexity of events, and participant connection/networking opportunities. Remember, the platform is just a “tool” – and you always must choose the right tool for the job. Pro Tip: A solid event management and production team will help you determine the best technology for your meeting or event. You don’t have to do this alone!

How many participants do you expect?

What is your overall budget per participant?

On a scale of 1 to 10 (10 being the most complex), how complex do you think your agenda and event schedule will be?

1 2 3 4 5 6 7 8 9 10

Do you want a place for participants to connect? For example, a networking lounge?

Making data work for you





Measuring event success

Explore data sources: logistics

We're about to get nerdy, folks. And, we know you are here for it. After you have mapped out all the production and logistics components of your event, it is time to chart out your data mining opportunities. By understanding the types of insights you are looking to retrieve, you will know when and how to incorporate connection points into the agenda and specific content.

For example, would it be beneficial to understand what attendees think of each session? We think so. Make sure there is a short pop-up survey after each session that asks: "Did you find this session useful?" There are so many tools available to glean data. Recognize and be aware of too much data and over-surveying as well. You don't want to "use" your attendees. Your virtual teammates will help you through this.

What types of tools do you want to use to gain valuable insights (e.g., polling, Q&A, live chat, surveys, etc.)

- 1.
 - 2.
 - 3.
- 

Decide what to do with the data

Lots of data is fantastic unless you have no plan for its use. If this is the first time you are doing this particular meeting or event virtually, you are creating benchmarks for the future. How many of us have been to an event where they asked us if we thought a session was useful, the overwhelming response was “no,” and you still see the same topic on the agenda for next year? Our point exactly.

Make sure you are gaining feedback from your participants and using it to improve. Additionally, there are digital analytics platforms that go so far as to integrate with virtual event tools to help you associate data from past events (live or virtual) with your current event. These companies help make your data actionable. They visualize the interests and behaviors of individual attendees and make it useful.

How do you plan to use your event data?

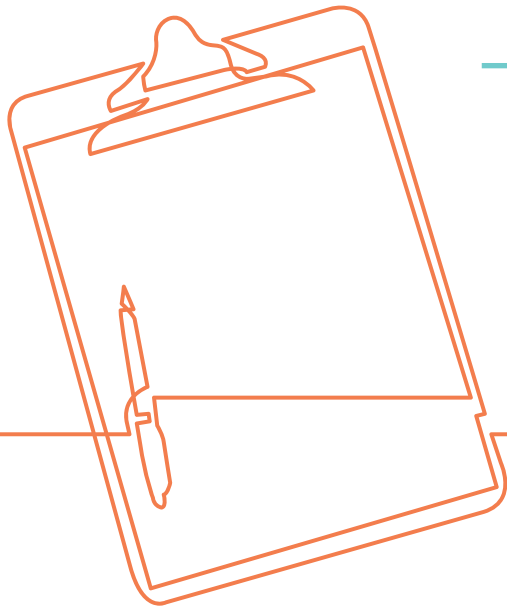


Uncover more personal attendee insights

Polling, live chats and Q&A sessions provide data that can be analyzed and acted upon. Unlike a live event where someone will not mention their name when sharing valuable feedback for your business, virtual events will have the names and contact information of all the attendees attached to their overall engagement. You will know who is asking the question or responding to the poll and how important that individual is to your success and profitability.

You can ask questions throughout the sessions that will strengthen relationships later and help you build a profile of attendees or groups of attendees. If you know your top salesperson's drink of choice is a mojito, we envision a "mojito-making kit" appearing on their doorstep post event. Valuable insights come from uncovering the right connection points.





What are the insights you would like to know about individuals (for follow-up, recognition, etc.) as well as insights on segments of the audience?

Individual Insights

- 1.
- 2.
- 3.

Overall Insights on Audience Segments

- 1.
- 2.
- 3.

That might seem like a lot. But, guess what? You're already several steps ahead of where you were. Now, take this document to your virtual meeting and event teammates and they will be more than impressed by the thought you have already put into this. Your Virtual Guide will help you stay efficient and keep you focused on your goals. Refer to it often, and remember, it's okay to erase and change direction as you start working with your teammates. Happy planning!

Talk about “making it real” — a hybrid event (live + virtual) can achieve both your face-to-face and virtual goals in one. People have different learning styles and travel preferences. While some attendees may opt to be in person, others may not have the ability to join live. Hybrid events accommodate both attendee types!

About One10

For companies who want to effectively increase productivity and profits, One10 offers the best travel and events, incentives/recognition and marketing services programs to leverage the exceptional impact even one engaged stakeholder can make.

That's why, for decades, our people have powered excellence in execution and obsessive customer service, creating alignment between business objectives and employees, dealers, channel partners and customers.

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