



Virtual Gatherings in the Social Distancing Age

You needed to cancel your program, event or mission - now what?

THINK OF IT AS A VIRTUAL EXPERIENCE

There are a variety of technologies out there to facilitate virtual events, including Zoom, Google Hangouts, Twitter Live and Facebook Live. The technology that works best depends largely on what you're trying to accomplish with your event. Meetings and other interactive gatherings tend to work best with Zoom or Google Hangouts. Professional conferences or sessions in which people will need to interact in small groups can be seamlessly accomplished using Zoom's Webinar functionality.

TIPS AND TRICKS FOR A SUCCESSFUL DIGITAL EVENT:

Take advantage of Zoom as a platform for planning interactive meetings, as well as, frontal webinar style gatherings. [Learn more here.](#)

If you are using Zoom for a meeting, consider using their breakout room capability for more intimate caucusing. [Learn more here.](#)

Be sure to email all potential attendees and ask for RSVPs. Decide if you want to charge for this event. More information on [setting up paid registrations here.](#)

Use social media to recruit

Identify your keynote speaker & who will give campaign remarks. You might also consider an 'MC' who will welcome everyone, introduce speakers.

Consider incorporating impact videos ([here](#), [here](#) and [here](#)), inspirational brand videos, [like this](#). You can even add [music during certain times](#).

Be sure you ask for all remarks in advance and any slides they might want to use so that you can test it all in advance. Slides should be in 16:9 ratio.

Identify who will introduce the speaker and facilitate any discussion or Q & A.

Create **Show Flow**. Practice the technology of the show flow 3 times with your staff. Assign “fake talent” so you’re practicing every motion over and over with your staff and make sure your speakers and the meeting host all have excellent wifi.

Make sure that things like branding, background music, clothes, and so on, don’t fall by the wayside. It’s these little details that separate the good from the great.

Need help? Just ask us!



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