Quality Content & Program

Define event niche, goals and audience.

Meetings

✓ Make agenda, prepare formal opening and closing.
✓ Evaluate who must attend. Less is better!
✓ The organizer should arrive 15 mins early to test equipment & Zoom settings
✓ Share meeting expectations.

Housekeeping Items

▪ Include 10 min Boarding Time to allow attendees to test AV
▪ Choose an appropriate background/environment
▪ Ensure that there is little to no background noise
▪ Attendees should mute themselves when not speaking

Events

✓ Program - short rather than long
✓ Include appropriate breaks (polls, videos, whiteboard hands-on activities, Q&A, bathroom breaks, etc.)
✓ Longer programs need more than 1 speaker
✓ Create a script to include all transitions, pre-recorded videos, livestream and breaks.
✓ Plan for rehearsal
✓ Create a platform where all information can be found

Zoom Capabilities

✓ Breakout Space
✓ Whiteboards
✓ Polls
✓ Chat box
✓ Waiting room
✓ Shared Presenters
✓ Monitor the audience by muting participants
✓ Webinar (License Required)

Speaker Engagement

✓ Share engagement tips and audience demographics

Build a Team & Assign Tasks

✓ Facilitator: Lead the meeting
✓ Co-Facilitator: Manage chat, control PowerPoint, Mute all, etc.
✓ Tech Assistant: On standby for technical issues and check-in with speakers/presenters
✓ Marketing: Promote meeting or event via email, web and social media
✓ Budget & Sponsors

Production/Tech Set-up

✓ Background and light
✓ Sound
✓ Transitions
✓ Prerecord speakers
✓ Have back-up dial-in option

Attendee Experience

✓ Set a positive tone
✓ Create meeting rules & expectations

Marketing

✓ Custom backgrounds, Custom PowerPoint templates, create guidelines and collateral to share with speakers/presenters/key attendees
✓ Generate Leads: Website, Email Marketing Plan (personalized per target groups), Social Media, Partners, Advertising, 3rd Party Databases, Sales

Sponsorship

✓ Digital adds on website & during the event
✓ Sponsored sessions, promotional items for attendees, etc.