

## 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.