checklist

THINKING THROUGH YOUR EVENT:

- [ ] What is the purpose of the event?
- [ ] When will the event happen?

PREPARING FOR YOUR EVENT:

- [ ] Set a budget & work through all potential costs involved in your event.
- [ ] Choose a virtual format and platform.
- [ ] Consider the technology needed to pull off the event.
- [ ] Create content & an event timeline to lay out the order/schedule of the content delivery.
- [ ] Tailor content to be given via virtual presentation.
- [ ] If you need to grow an audience for this event, start promotion. If you already have your audience, share the event with them and start collecting RSVPs.
- [ ] Once your broadcasting platform has been chosen, your content & presentation has been assembled, and any necessary resources have been created or collected, practice.
- [ ] Send information to your attendees about how to "attend" or "join" the event on the day of.
- [ ] Confirm that all of the hosts or speakers have what they need as far as information, content, and resources.

DURING YOUR EVENT:

- [ ] Give an introduction to any actions you will ask your attendees to make in order to interact throughout the event (ie. Instructions for those who may not be technically inclined) or external resources you may need them to open or access.
- [ ] Monitor the chat feature (or have someone monitor it for you), even if you are not using it for a specific reason. Attendees commonly use this feature to ask question about content or tech.
- [ ] Don't forget to encourage audience/attendee engagement!

PROCESSING AND EVENT WRAP UP:

- [ ] Ask for feedback!
- [ ] Connect with any co-hosts or speakers to debrief and work through feedback.
- [ ] Talk through ways to adjust or improve your next event experience.
- [ ] Calculate the ROI of your event.