



SO YOU'RE
THINKING OF GOING
VIRTUAL?
WE CAN HELP!

New Braunfels Civic/Convention Center is
adding *Virtual* to your *Reality*.



VIRTUAL EVENT TIPS & HOW WE CAN HELP

FIRST, think about the level of virtual event production: Will a stationary image be sufficient, or do you prefer a mobile camera with live or pre-recorded footage? Do you want to showcase a single component of the event or engage your audience in the entire experience including a welcome address, meeting breakouts and visit with trade show vendors? Do you want to give attendees a glimpse of the event with or without audio? Do you simply want to livestream, or would you rather record the event for editing and access later?

NEXT, decide which channel is best to host the virtual meeting: Is this a simple Zoom or Skype webinar using a laptop, or do you prefer a more robust livestreaming program such as Vimeo or Uplink, or another comprehensive video conference program such as Intrado? Do you want to share the event freely on social media such as Facebook? Do you want to sell access to the event through Eventbrite, for example? Or do you want a link to the live event on your website?

THEN, gather and test the equipment needed based on these decisions. Equipment needs include a high-quality camera, encoder and solid internet connection but you might also need a wireless streaming device, camera operator and editor if mobile video or a recorded event is preferred.

ONCE YOU'VE MADE THESE DECISIONS, these are other things to consider...

- Check the location for speaker background, lighting and sound, internet connection and available camera location
- Consider using company branding or sponsor logos in the presentation area
- Use local vendors and keynote speakers
- Keep it brief to avoid "Zoom Fatigue"
- Make it feel personal and remember that it may not be perfect, but you're connecting (people are forgiving right now). Practice makes perfect!
- If others are participating online, recognize them and consider awards later for best dressed, etc.
- After the event, be sure to follow-up. Summarize the event, give thanks, post a survey, etc.

FOR TRAINING EVENTS OR MEETINGS...

- Prepare quality presentation materials including videos, powerpoint, etc.
- Have a pre-distributed agenda with clear expectations
- Encourage speakers to practice their presentation
- Ask for questions prior to the event that can be answered during the meeting

FOR FUNDRAISERS...

- Virtual fundraisers can reach more than those in the room: people that generally support your mission, follow your social media, etc.
- Table sponsors or other sponsors can be given an opportunity to welcome the entertainment, introduce a speaker, have background signage, be shown live participating in a toast, etc.
- Engage your potential audience beforehand to build excitement – don't wait until the event to excite your audience.
- Identify fundraising opportunities before the event
- Consider auction software to take online bids
- Typical silent auctions items may be exchanged for FaceTime with thoughtful leaders or famous figures
- Invite sponsors and guests to share your live event with their customers as way to further engage their customers and highlight their non-profit support – all while extending your event reach
- Track attendance, attendee data and audience insight to provide robust ROI reports to sponsors

VIRTUAL EVENT RESOURCES...

[Sponsorship Ideas by Northstar Meetings Group](#)

[Ideas for Monetizing and Best Practices by Northstar Meetings Group](#)

[Event Planning Checklist by Endless Events](#)

[Internet Optimization, Speaker Tips and Tricks by Maple Ridge Events](#)

[Virtual Event Platform/Software Comparison by BizBash](#)

HOW WE CAN HELP...

We can assist you in understanding your Virtual Event options and help identify the resources you need. Using our in-house technology, we can also provide the following for your live speaker or stationary activity. In the future we anticipate offering playback and recording services.

IMAG - Display onto our room's Projection Screens

Shared IMAG - Display simultaneously onto to ALL rooms' Projection Screens

Livestream - Share a live feed to your laptop that can be accessed through your social media, website or video conferencing software

IMAG

DISPLAY ONTO OUR ROOM'S PROJECTION SCREENS



SHARED IMAG

DISPLAY SIMULTANEOUSLY ONTO TO ALL ROOMS' PROJECTION SCREENS



LIVESTREAM

SHARE A LIVE FEED TO YOUR LAPTOP THAT CAN BE ACCESSED THROUGH YOUR SOCIAL MEDIA, WEBSITE OR VIDEO CONFERENCING SOFTWARE

