

PLANNING A SUCCESSFUL ONLINE EVENT

Information • Motivation • Inspiration



BEFORE THE EVENT

- ☐ Define goals
- ☐ Confirm date, agenda and platform with speaker
- ☐ Create event on platform & send registration link to participants
- ☐ Send at least 2 reminders before event starts
- ☐ Encourage participants to set up in a comfortable, quiet space
- ☐ Ensure participants have access to laptop/desktop computers with camera, microphone and speakers/headphones



DURING THE EVENT

- ☐ Assign a team member to manage behind-the-scenes logistics
- ☐ Login to platform 30 mins before the event to confirm AV
- ☐ Ensure participants are prepared-pen, paper and handouts
- ☐ Minimize distractions from phones, interruptions, etc.
- ☐ Review ground rules-camera use, mute button and break schedule
- ☐ Deliver a fantastic speaker intro-sets the tone for the entire event!
- ☐ Encourage use of engagement features-chat, reactions and white board



AFTER THE EVENT

- ☐ Address any outstanding questions
- ☐ Create plan to implement new skills and strategies
- ☐ Discuss next steps in regard to future events

Thank you for choosing Conversion-omics Speakers & Consultants!

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