



Web Courseworks

VIRTUAL EVENT PRODUCTION GUIDE



PRODUCING YOUR VIRTUAL EVENT

Producing a virtual event is very similar to organizing an in-person event - there are several factors to consider, all of which are important. When approaching virtual event production, it is best to break down the processes into smaller, more manageable components.

Our virtual event production guide outlines three important elements you should think about to ensure your virtual event is a success.

PRE-EVENT

- Send calendar invites to speakers/panelists with their join links
- Schedule kick-off call with speakers/panelists
- Host technology check or training, if needed
- Collect speaker presentations
- Schedule tech rehearsals with speakers/panelists
- Finalize handouts, polls, Q&A and chat processes
- Prep your virtual event staff
- Double check equipment (mics, headsets)
- Plan for logistics & contingencies

DURING THE EVENT

- Dial in at least 1 hour before the event
- Do final sound check/equipment test
- Prepare intro script and slides
- Have speakers/panelists dial in 30 minutes before the event
- Review presentation and flow with speakers/panelists one last time
- Do time checks with audience
- Mute all speakers, begin introduction
- Start live broadcast
- Record session

POST-EVENT

- Convert and edit the session recording
- Post recording on your website/video platform
- Follow-up with attendees
- Follow-up with speakers/panelists
- Do a post-event audit with internal stakeholders