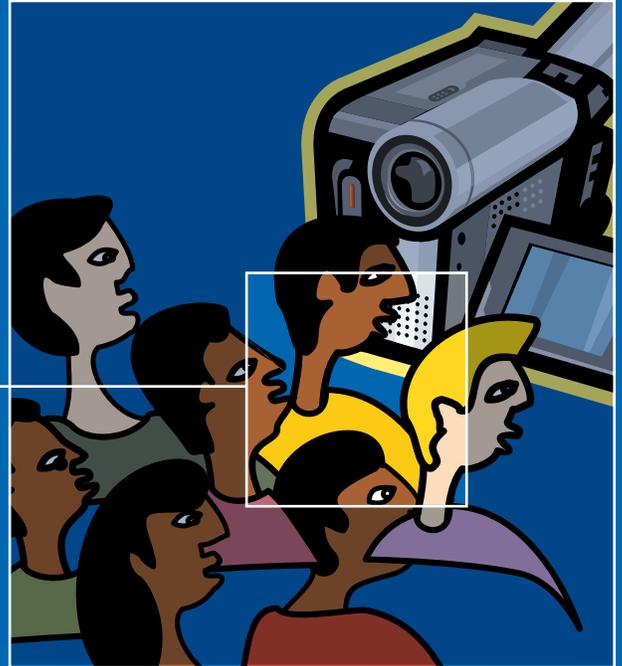


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Blue Papers



Planning Great Events, Virtually, Anywhere

Planning Great Events, Virtually, Anywhere

What if someone told you that your business could attend a conference and your team could mingle and network with hundreds - perhaps thousands - of interested professionals within your industry without ever setting foot outside of your office? What if you were also told that in so doing, travel expenses would be eliminated while sales leads could double and the return on investment (ROI) of attending a conference would be more measureable than ever before?

Skeptical? You needn't be. Instead, consider virtual events.

Conferences, trade shows, corporate meetings, sales and marketing meetings, training sessions, job fairs - practically every event that was once the domain of board rooms and conference halls has started to be moved online at an increasing rate. What's more, businesses are incorporating virtual components at in-person events to save time and money while leveraging the latest in technology and social media.

According to a report by Market Research Media, the worldwide virtual conference market is predicted to be worth almost \$19 billion/year industry by 2015.¹

This major growth is occurring for a number of reasons and, in this Blue Paper, we'll share some of those reasons with you as we explore the benefits of virtual events, the different kinds of virtual events, how to develop a virtual event strategy and offer tips for marketing virtual events to practically anyone. So pull up a chair, grab a highlighter and take notes - you won't want to miss this.

What are virtual events?

First things first: Just what exactly are virtual events? By definition, a virtual event is a gathering of people sharing a common virtual environment on the web, rather than meeting in a physical location. Virtual event platforms that can be accessed by any computer or compatible mobile device, combined with the use of social networking tools, create a highly interactive environment that can look and feel very much like an in-person event.

Developed in the early 1990s, virtual events were held entirely online. With the

¹ Olson, Elizabeth. "Growth in Virtual Gatherings Offers Marketing Opportunities." *NYTimes.com*. *The New York Times*, 1 Dec. 2010. Web. 18 June. 2013. <http://www.nytimes.com/2010/12/02/business/media/02adco.html?_r=1>.



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popularity of virtual worlds like Second Life® in the early 2000s, these events moved from static chat rooms to an interactive virtual gathering place that allowed hosts to recreate virtual renderings of buildings and visitors to create life-like avatars that spoke and could move around events in much the same way as they could in a physical space.

Simultaneously businesses began exploring things like webinars and web-based conference calls as a means to expand reach and cut event costs. Today, businesses are continuing this trend, while incorporating other virtual components to in-person trade shows, conferences and other events.

These days, Jennifer Belissent, a senior analyst at Forrester Research says that the most successful virtual events 'mimic the activities of their physical counterparts, including interacting with participants by live links or pre-recorded video, presentations, online spokespeople, signage and collateral downloads.'²

It's not enough just to call an event a virtual one. "To be a true virtual marketing event, the meeting has to generate interest and convert that into actual leads, and eventually sales," she added.³

Physical events v. Virtual events

Physical and virtual events share a few common traits and both aim to achieve the same goal: To present a business, organisation or individual's message to a targeted audience. Both types of events often feature speakers and showcase presentations. Speakers and presenters are chosen for their experience and professional credentials and attendees at both kinds of events learn important information while engaging and interacting with speakers, exhibitors and professional peers.

But the similarities end there. The differences between physical and virtual events are in the cost and time savings, and the enhanced opportunity to engage with target audiences and industry peers. What's more, the quality of the content in virtual events is said to be better, due in part to the calibre of expert speakers who can address a virtual audience from anywhere - their office, a coffee shop, a deckchair on the beach, virtually anywhere with an internet connection. Likewise, attendees can access the event with just as much ease and flexibility.



² Olson, Elizabeth. "Growth in Virtual Gatherings Offers Marketing Opportunities." *NYTimes.com. The New York times*, 1 Dec. 2010. Web. 18 June. 2013. <http://www.nytimes.com/2010/12/02/business/media/02adco.html?_r=1>.

³ Olson, Elizabeth. "Growth in Virtual Gatherings Offers Marketing Opportunities." *NYTimes.com. The New York times*, 1 Dec. 2010. Web. 18 June. 2013. <http://www.nytimes.com/2010/12/02/business/media/02adco.html?_r=1>.

Virtual events by numbers

A quick snapshot of what virtual events have to offer:⁴

Virtual Events By Numbers	
• Average live duration:	1.5 days
• Average archived days:	90
• Average registration:	3,102
• Average attendance:	1,587
• Show up rate:	52%
• Exhibitor stands:	15
• Leads generated per sponsor:	348
• Conference sessions:	5 per day
• Average attendee event time:	2 hrs 31 mins
• Average locations visited:	16
• Average attendee interactions:	13
• Average downloads per attendee:	5
<i>Source: Unisfair (now known as InterCall)</i>	

Benefits of virtual events

When done well Virtual Events should benefit all those involved. However, the businesses that actually host such events stand to gain the most. Consider these reasons for taking your next event online⁵

- **Potential cost savings:** Virtual events eliminate the need for team travel and hotel costs, and they avoid the sometimes onerous cost of booking a snazzy venue. In fact, it's estimated that the costs associated with virtual events are somewhere between 25 to 90% lower than comparable physical events, and the return from them is four to five

⁴ Pekala, Nancy. "Economy and Globalization Help Drive Success of Virtual Events - American Marketing Association." *Marketing Power - American Marketing Association*. 13 Oct. 2008. Web. 18 June. 2013. <http://www.marketingpower.com/ResourceLibrary/Pages/MarketingMatters/MarketingMattersNewsletter101308/Economy_and_Globalization_Help_Drive_Success_of_Virtual_Events.aspx>.

⁵ Smith, Kimberly. "How to Run Your Own Successful Virtual Conference : MarketingProfs Article." *MarketingProfs: Marketing Resources for Marketing Professionals*. 15 Sept. 2009. Web. 18 June 2013. <<http://www.marketingprofs.com/articles/2009/3015/how-to-run-your-own-successful-virtual-conference>>.

Papers
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times higher than the number of leads at physical events.⁶

What's more, virtual events might also pose less interference on staff productivity: there is no travel time, and team-member involvement can be easily geared up or down during the day of the event as needed.

- **Broader reach and increased participation:** Given the absence of travel costs, there are fewer limitations on who can attend. Moreover, several virtual conferencing technologies allow the virtual environment to be translated into multiple languages so that a global audience can be served.

Additionally, studies have shown that, at a virtual event, a 40-50% higher proportion of those registered actually participate than typically seen at physical events, according to Joerg Rathenberg, vice president of marketing for Unisfair (now known as InterCall), a US-based virtual event software developer.⁷

Most platforms also make event content available on-demand for several months after the actual conference, which means that any delegates who find that they can't attend at the last minute will still be able to access all the material. Thus the overall attendance figures are better and those attendees have the time to reach additional prospects without the pressure to make all connections on the day of the event.

- **Data tracking:** It's much easier in the virtual world to identify who attends, how long they engage, and how and where they interact during the event - valuable information both for exhibitors and for the event host. Primary market research, virtually. What's better than that?
- **A smaller carbon footprint:** An added benefit of the virtual event world is the glow that comes from being green. As hosts and attendees no longer need to travel, don't all require printed conference packs and there is no need to provide food and drinks en masse, virtual events create a healthier atmosphere with less environmental impact than their physical counterparts. Switching to virtual events



⁶ Williams, Ryan C. *Virtual Events for Dummies: ON24 Special Edition*. Hoboken: Wiley, 2010. Print.

⁷ Olson, Elizabeth. "Growth in Virtual Gatherings Offers Marketing Opportunities." *NYTimes.com*. *The New York Times*, 1 Dec. 2010. Web. 18 June 2013. <http://www.nytimes.com/2010/12/02/business/media/02adco.html?_r=1>.

can help an organisation to demonstrate its green credentials and commitment to the larger global community.

Of course, these benefits can only be gained if a virtual event is approached strategically - it's simply not enough just to label a webinar a virtual event. Careful planning and thoughtful marketing have to be carried out in order to achieve a successful outcome.

Who's using virtual events?

All the top dogs, the thought leaders, the innovators, that's who.

IBM as an example, is just one of many large organisations who are moving events to a virtual environment. When the cracks in the global-economy started to show a few years ago, IBM recognised that it would have an impact on people's ability to meet face-to-face and network through industry events. But the \$96-billion global IT marketer wanted to continue to provide their clients with an environment that allowed them to network and learn.⁸

"The virtual platform seemed to be the best environment in which to do that," said Cheryl Max, director of corporate functional capabilities at IBM. "With the number of countries we reach, virtual events allow us to be anywhere, anytime with clients."⁹

Launched in 2010, the IBM Virtual Event Center offers a new way of networking and learning for the company's clients and prospects. The marketing department created this virtual environment to handle a plethora of topics such as product launches, multi-day meetings, virtual briefings and training for executives.¹⁰

Max said that IBM did not move into the virtual event space just because it was the new thing that everyone was talking about. The company examined the marketing dynamic, and designed marketing campaigns with tactics and executions to address business objectives and clients' needs.¹¹



⁸ Powers, Vicki. "IBM's Virtual Event Drives Lead Generation in a Period of Diminutive Travel Budgets." *Direct Marketing News*. 1 Feb. 2011. Web. 18 June 2013. <<http://www.dmnews.com/libms-virtual-event-drives-lead-generation-in-a-period-of-diminutive-travel-budgets/article/194846/>>.

⁹ Powers, Vicki. "IBM's Virtual Event Drives Lead Generation in a Period of Diminutive Travel Budgets." *Direct Marketing News*. 1 Feb. 2011. Web. 18 June 2013. <<http://www.dmnews.com/libms-virtual-event-drives-lead-generation-in-a-period-of-diminutive-travel-budgets/article/194846/>>.

¹⁰ Powers, Vicki. "IBM's Virtual Event Drives Lead Generation in a Period of Diminutive Travel Budgets." *Direct Marketing News*. 1 Feb. 2011. Web. 18 June 2013. <<http://www.dmnews.com/libms-virtual-event-drives-lead-generation-in-a-period-of-diminutive-travel-budgets/article/194846/>>.

¹¹ Powers, Vicki. "IBM's Virtual Event Drives Lead Generation in a Period of Diminutive Travel Budgets." *Direct Marketing News*. 1 Feb. 2011. Web. 18 June 2013. <<http://www.dmnews.com/libms-virtual-event-drives-lead-generation-in-a-period-of-diminutive-travel-budgets/article/194846/>>.

In its first year the Virtual Event Center connected 18,000 clients and prospects through 80 virtual events run from 26 countries. Visitors downloaded more than 15,000 documents, spending an average of two hours on the virtual platform. Costs averaged out at \$10 to \$20 per person.¹²

In addition to reaching thousands of clients and prospects, the Virtual Event Center drives IBM's lead generation. The platform's Engagement Index tracks the movement of people within the virtual space to discover their interests. Companies can define their ideal lead by filtering information provided by attendees. The challenge with virtual events, according to Max, is engagement. While it's easy to run into someone in a hallway at a face-to-face event, virtual platforms are different.¹³

Types of virtual events

As mentioned earlier, practically any event that can be hosted in-person can be hosted just as effectively, and sometimes with greater impact, online in whole or in part. However, the most popular virtual events are those associated with trade shows, conferences, trainings and meetings.

Trade shows and conferences

Trade shows and conferences serve to bring together the best companies within an industry sector to learn the latest information and get the newest products in front of potential customers with one big splash. Attendees can take advantage of networking opportunities, share their own company's message, and sell their products or services. Virtual trade shows are trade shows that take place online, allowing businesses and organisations to reach those who might not have been able to attend a physical event.



In the past few years, online platforms have been developed that allow businesses and organisations to host trade shows in virtual environments with relative ease. Platforms like ON24®, InterCall® (formerly Unisfair®) 6Connex™ and arkadin® create virtual event sites that combine chat and video chat features, downloadable content, online presentations, virtual exhibits that allow suppliers to interact with attendees, and sell products through e-commerce solutions, all in one personalised package. For an additional fee, they will even take on the

¹² Powers, Vicki. "IBM's Virtual Event Drives Lead Generation in a Period of Diminutive Travel Budgets." *Direct Marketing News*. 1 Feb. 2011. Web. 18 June 2013. <<http://www.dmnews.com/libms-virtual-event-drives-lead-generation-in-a-period-of-diminutive-travel-budgets/article/194846/>>.

¹³ Powers, Vicki. "IBM's Virtual Event Drives Lead Generation in a Period of Diminutive Travel Budgets." *Direct Marketing News*. 1 Feb. 2011. Web. 18 June. 2013. <<http://www.dmnews.com/libms-virtual-event-drives-lead-generation-in-a-period-of-diminutive-travel-budgets/article/194846/>>.

marketing and registration for you too.

Below is a screenshot of a virtual trade show stand that was coordinated by ON24 for a virtual conference in 2010:



Another option, a cross between the physical and the virtual, is the hybrid trade show which combines an in-person event with virtual components - such as virtual networking chats, online presentations and downloadable content - that reaches both those who were and were not able to attend the event in-person.

Training

In a virtual world, it's easier than ever to host professional development sessions for your industry and to secure a position as a thought leader, or to enhance skills among employees in different locations by switching your inter-office training to a virtual platform. Such examples often exist in two forms: a 'Persistent Learning Centre' that offers pre-recorded audio/video training materials that merge with documents and other items that can be studied when at a time to suit individual employees, or as real-time 'Live Event' that combines live presentations with additional educational materials.

Whether you utilise an 'always-on' persistent learning environment from the start or use a live event for training both in real time and for review at a later date, the materials you create for your virtual training events remain effective for as long as the information contained within them is current. Depending on the speed at which your business moves, you could reuse these materials for months or years after their initial creation.

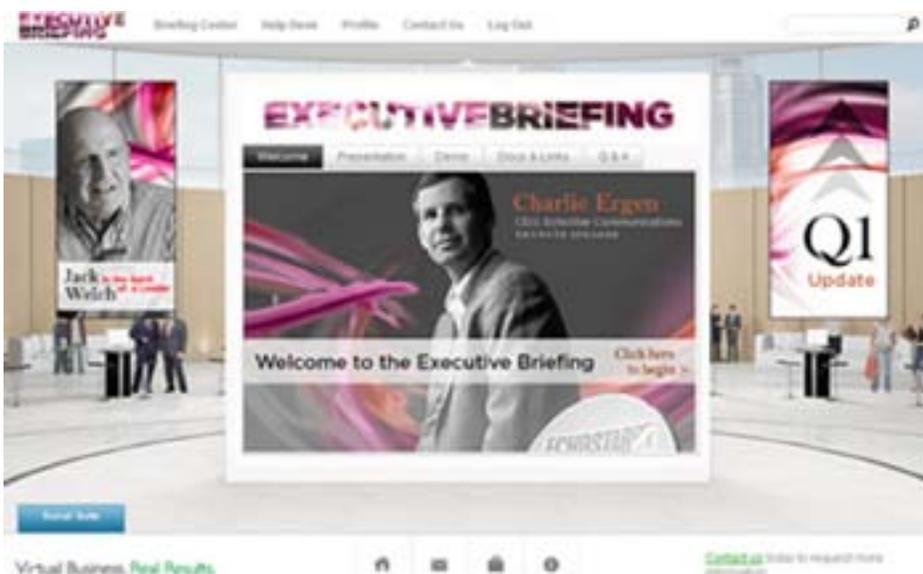
Here's an example of a persistent Learning Environment developed on the former Unisfair platform that allowed visitors to review and download content and chat with other participants in real-time:



Meetings

Video conferences, webinars and Twitter chats using #hashtags are virtual ways to conduct meetings on a variety of topics. Like trade shows, conferences and training, hosting these events virtually enables users to participate from any location with little effort concerning travel and expenses.

INXPO offers a variety of meeting platforms, such as this one showcased on their website as an example of a corporate briefing:



Papers
Briefs

Planning virtual events¹⁴

Now that we've introduced the concept of virtual events, let's move on to the strategy behind planning one. Planning is as essential in virtual events, as in all other forms of event organising. It is absolutely crucial if you're going to achieve any degree of success in garnering significant attendance and generating sales leads. Planning a virtual event, in many ways is very similar to planning an in-person event, except in that there will be more time devoted to the medium of the event and online promotion in the virtual realm.

Preliminary research

Begin this planning process with ample market research. If your business or organisation is looking to host a virtual event, it's essential to ascertain right from the start whether there's a market for it, or not. Similarly, if your business is looking to exhibit or participate in a virtual event, now is the time to see what's already available out there. Conduct preliminary research through internet searches, industry publications, customer surveys and more in order to gauge the current position. Reach out to your friends, fans and followers on social networks for recommendations of virtual events to exhibit at or participate in and take the chance to ask them what kinds of events they like to attend.

If you have no experience at all of virtual events, it makes good sense to attend at least one organised by someone else. By signing up as a participant you can experience for yourself the registration process, pre-event material, choice of speakers/workshops or sessions, the actual event itself, post event follow up/material. It is only by immersing yourself in the virtual experience like this that you'll know what works well and what is just a gimmick. Understanding the user experience will strengthen your own event planning and is an essential part of the research process.

When you have a moment type 'Virtual Events 2013' into any search engine and you'll see there are plenty of events scheduled – from all around the world – which of course is just fine as they don't have to be taking place anywhere near you!

After this preliminary research, you'll hopefully have a sense as to whether or not your business or organisation should move forward with a Virtual Event. Assuming you get positive feedback, the next step is to set goals and identify your



¹⁴ Williams, Ryan C. *Virtual Events for Dummies: ON24 Special Edition*. Hoboken: Wiley, 2010. Print.

target audience.

Goals and target audience identification

What is it that your business or organisation wants to accomplish with a virtual event? Launch a service? Raise brand awareness? Increase sales? Identify clear and actionable goals that will set the tone and offer direction for further planning of the event and as a means of measurement once the event is executed and follow-up begins. Determine the target audience of the event in order to effectively target your marketing.

The team

When hosting an event, make sure that you conduct research on platforms (i.e. suppliers such as ON24 and InterCall mentioned previously) to decide who your external team will be and how your internal team will interact with them. Choose a platform that best fits your goals, level of internal expertise and budget. You should also decide who internally will handle the planning, implementation and promotion of the event from start to finish and put in place a series of regular meetings to keep the team updated.

When attending or exhibiting, decide which team members should be present and develop a plan as to how they will track ROI and feedback to the wider team after the event.

The timeline

When exhibiting at or attending a virtual event, the timeline is usually already set and it's your team's job to show up. But, when hosting a virtual event, it's a whole different ball game. Most virtual event platforms recommend at least a 12-week planning cycle to account for everything from research to content to promotion and recommend that the timeline be approached in two parts:

1. The lead-up to the event
2. The events within the actual event

The lead-up to the event should include a content creation cycle and a content review cycle, which we'll talk about in a moment. That way, there is plenty of time to build the right content for the target audience and your team will have ample opportunity to input their comments, insights and advice.

When it comes to the actual virtual event, keep in mind a few factors when establishing the timeline.



- First, the way you start your conference determines how the rest of the conference is perceived. Attendance is usually highest for the first day of the event. Put the most compelling content upfront for the maximum impact. Open with the keynote speaker.
- Don't let people wait around in a virtual meeting or 'press conference' for too long before delivering your big news. You want to grab your audience immediately and draw them into your virtual event. The lead speaker or keynote should happen in conjunction with the opening of the event.
- Event research consistently indicates that Tuesdays, Wednesdays and Thursdays are the days most likely to yield the highest event attendance. Friday morning events also work well because people then will take the afternoon off after attending your seminar, to get an early start on the weekend. What's more, virtual events held throughout the day see spikes in attendance between 10am and 3pm, and most attendees tend to log off any single presentation that lasts longer than 45 minutes.
- Take time zones into account. A 9am start in London doesn't help those in New York where it's only 4am! You can also stagger times to repeat sessions for multiple time zones, if necessary.
- Don't over-schedule. If you have a lot of activities planned in your virtual event, be sure not to schedule those with overlapping interests at the same times. You'll minimise the participation and attendance if events that target the same audience are scheduled simultaneously.



Once the timelines are in place, work on finalising the content and speakers.

Content

Content is the be all and end all when developing virtual events because it's the content that draws your audience in. If you create exciting content that motivates learning and drives your audience, you should get plenty of registrations. Reward your audience for attending your virtual event with a small token of appreciation for their participation. Many virtual event hosts still provide goody bags filled with literature and [promotional products](#) that are sent out after the event. Whether you use virtual or tangible rewards, give your audience an incentive to show up and (just as importantly) participate fully in your virtual event.

Sponsors

Another benefit of quality content is that you're likely to be able to attract a sponsor or co-sponsor. Reduce cost and make even more by knowing who appeals to your audience. Present potential sponsors with materials that detail what's going to happen with your virtual event. Include screenshots that demonstrate how it will look (these can be provided by the platform you've chosen to host the event) and offer hard numbers that show what your sponsors will get in return for their investment. Remember, they're looking for the same kind of ROI that you are when it comes to virtual events. Remind sponsors that they probably won't have to send out a sales team, provide a costly exhibition stand that they might only use once, and worry about getting their materials to a remote location and back. The same advantages that make a virtual event work for you will make it work for them as well.

Once the virtual event is planned out, it can be marketed. Virtual events are marketed in much the same way that traditional events are, but perhaps need a little more oomph and enthusiasm and a larger focus on online mediums such as email broadcasts and chat on social media sites. Take these tips into account to get the ball rolling ...

Five tips for marketing virtual events

1. Use effective promotional copy

No matter what type of event you're planning or exhibiting at, it's your promotional copy - and how it's written - that is going to get people to sign up. If you don't have an in-house copywriter, invest in a good freelance writer. Doing so will pay for itself in increased attendance.

Generate excitement with benefits built into your headlines and promotional copy, focus on selling the benefits of attending your event, and include information on the location, date, time, cost, registration instructions and #hashtags wherever you can.

2. Consider your audience

And their jobs, their workload, their wants and needs. Plan your event format and develop event marketing materials around it in order to create highly personalised and highly targeted communications that will grab the attention of your target audience(s.)

3. Disseminate, disseminate, disseminate!

Get your information out early to get it booked in the diaries of time-stressed executives, managers and technical people before they are booked up with other obligations. Use an integrated marketing



communications approach that includes direct mail, email, online and social networks. Advertise in industry publications and consider internet paid-search ad campaigns too.

Keep in mind that experts agree that about 70% of all virtual event registrations are the result of promoting to in-house lists. Plan email blasts to your existing customer and prospect database, and encourage sponsors to do the same.

Most importantly, be persistent: hit your audience more than once with promotional messages. Test this out for yourself, but three times seems to be the magic number. The first hit should be well in advance, the second, two or three weeks in advance and the third as a last-minute, 'last chance' reminder.

4. Get media involved

Send social media press releases to industry writers and bloggers. Use public relations as a primary tool for your promotion efforts. There are so many media outlets available now through which you can publicise your event that it is essential to develop a pre-event news release to help drive registrations.

5. Follow-up

In order to take advantage of leads and connections made at virtual events, the marketing shouldn't end when your virtual event does. Follow-up with surveys, promotions and personalised notes through email, direct mail and social networks. Make the events and/or event materials available to others via your corporate website for exposure long after the event has ended (and carry on capturing the email address of those who visit and download documents.)

Ten best practices for planning and marketing virtual events

In summary, Tom Wieser, vice-president of business development at CGS/VirtualEvents365, presents the following top ten best practices to help you to ensure that you have a successful virtual event¹⁵:

1. Establish roles & responsibilities



¹⁵ Wieser, Tom. "10 Best-Practices in Planning and Marketing Virtual Events : MarketingProfs Article." MarketingProfs: Marketing Resources for Marketing Professionals. 28 Sept. 2011. Web. 18 June 2013. <<http://www.marketingprofs.com/articles/2010/3928/10-best-practices-in-planning-and-marketing-virtual-events>>.

Hold a project kick-off meeting to identify core stakeholders in the event. In addition to marketing, be sure to include sales and any other relevant teams in the meeting to establish good communication and collaboration right from the start. The primary purpose of this meeting is to review the project scope, define roles and assign responsibilities for the event team and service provider.

2. Sponsorship sales considerations

One way to ensure sales success is to create and carefully review sponsorship sales materials in collaboration with your sales team. Clearly define and differentiate sponsorship tiers to increase the effectiveness of sales efforts. Wieser mentions that you may also want to involve your experienced event provider for input or training on establishing sponsor packages, sales materials, pricing and other best-practices in sponsorship sales.

3. Messaging & positioning

Again, and as with any event or project, positioning and message creation begins with a thorough evaluation of event goals and deliverables. First identify the ideal sponsors and attendees and determine how many of each you need to make the event a success. Work through the value proposition both for sponsors and for attendees. Wieser believes that this important exercise will put into focus the event messages, campaigns, promotions and content that you will need to reach your target audience.

4. Choosing & coaching speakers

The delivery of the presentation content is just as important as the message. No matter how thought-provoking or high quality your content, it simply won't create the necessary impact if it is not delivered in an effective way that engages and captivates the audience. Therefore, it is critical that you train and coach your speakers.



Be sure to enlist experienced, articulate professionals who are comfortable in front of the camera to deliver the message and create the necessary impact with your target audience.

5. Promotion

Given how important this component is to a successful event, you should be aiming to start your promotion campaign at least 45 to 90

days prior. Wieser also notes that before investing in new promotional and online tracking tools, think about how you can use the ones that you already have available, such as websites, emails, newsletters, social-media channels and online banner adverts.

6. Driving live day attendance

Once attendees are registered, it is very important to confirm their attendance for the event day. Wieser recommends sending a minimum of three reminder notices to registered attendees.



7. Enticing visitors to your Exhibition-Stand

Work to make your stand 'sticky' so that visitors stay longer, take in the sponsor's message and interact with your team on the stand. Ensure your most knowledgeable staff who can answer questions the attendees may have about your products or services are present. Ensure that your stand has premium content such as demonstrations, FAQs and information sheets to add value to each user's visit.

8. Maximising sponsor ROI

Sponsors should heavily promote their participation in the event, both before and during the live day. To maximise leads, they must keep their stands staffed during the event day so that they can engage with visitors. Sponsors can also participate in an event 'passport' programme that rewards attendees for visiting specific locations, viewing targeted webcasts, or participating in other 'scavenger-hunt' type activities.

9. Conference sessions

Wieser thinks that the best conference sessions engage the audience with objective editorial content, not a sales pitch. When possible, include a recognised, well-respected industry expert in the programme to add value and attract larger audiences. Just as you would do at a physical event, engage attendees with live Q&A sessions, and use your platform's audience-voting capabilities to maximise presentation impact.

10. Post-event marketing

After your event ends, promptly follow up new contacts and leads. In addition to making leads available to the relevant parties, organisers should hold a post-event meeting with the event partner to review metrics and share feedback. Organisers should also meet with the

sponsors to review return on investment.

Final thoughts

Through the entire process, measure the ROI of your virtual event through impressions, registration and attendance. Make use of any additional tools provided by the virtual event platform that would allow you to measure, track and follow-up on enquiries. And then of course, take the information you've learned from your initial experience and apply it to your next event to see an even greater impact.

Virtual events can save time and money, whilst increasing visibility and engagement with target audiences. The next time your business is looking for a fun, exciting and different way to hold a trade show, meeting or other event, consider taking it into the virtual realm.

It's a virtual win-win for everyone!



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