Guide to Running a Successful Virtual Event

Introduction

🎉 Welcome

Virtual Event Possibilities

- **Social / Personal:** Connect friends and family near and far, catch up sessions, game nights, virtual dinner parties.

- **Fantasy Sports:** Drafts, League Meetings, Voting, and Championship Ceremonies, Weekly Wrap-ups.

- **Showcase:** Art Showcase, Movie Premiere Viewing, Book Launch, Product Demos.

- **Investor Pitch:** Initial Meetings, Follow-up Discussions, Quarterly Updates.

- **Client Meetings:** Project Kick-offs, Status Updates, Feedback Sessions, Post-Project Reviews.

- **Sales Pitches:** Initial Product Demos, Follow-up Q&A, Closing Meetings.

- **Webinars:** Educational Sessions, Q&A Panels, Product Announcements.

- **Virtual Conferences:** Plenary Sessions, Breakout Rooms, Networking Events, Panel Discussions.

- **Code Meetups:** Hackathons, Code Reviews, Technology Deep-dives, Open Source Contribution Events.

- **Small Group Meetings:** Brainstorming Sessions, Departmental Check-ins, Strategic Planning, Mentorship Sessions.

Rediscover The Joy of Connecting Digitally

No dress code required, just smiles. 😊

The Basics: Setting the Stage

Choosing the Right Platform

These are the most popular:

- Zoom

- Microsoft Teams

- Google Meet

- VR (there are many VR apps, we'll list a few later)

Feature	Zoom	Microsoft Teams	Google Meet	VR
Video Quality	High	High	High	Immersive
Max Participants	100 (Free)	300	100	Varies
Screen Sharing	Yes	Yes	Yes	Limited
Virtual Backgrounds	Yes	Yes	Yes	Immersive
Integration with Tools	Extensive	Extensive	Moderate	Limited
Mobile App	Yes	Yes	Yes	Varies
Customizable Interface	Limited	Limited	Limited	Highly
Pricing	Free/Paid	Paid	Free/Paid	Varies
Special Event Features	Limited	Limited	Limited	Highly

Sending Invitations with Flair

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  •    GIFs, emojis, or virtual invites. ✉️💃
  •    Place for GRAPHIC_4: Invitation Examples

Here's some free themes! You can also use tools like Canva, A
dobe Express, Microsoft Designer to quickly create compelling
invites - don't forget to share the calendar invite with a li
nk to the virtual event meeting / room / app.
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Creating a Theme: From Pajamas to Gala

Themes make everything better! 🧸🎩

Quirky and Fun Ideas to Spark Participation 🎨

(Include games, activities, and playful ideas)

1. Breaking the Ice: Not-So-Awkward Starters ❄️
2. The Main Event: Structuring Fun Activities 🎪
3. Creating Connection: Beyond the Screen 💞
4. Technical Tips and Troubleshooting 🛠️
5. Wrapping Up with Style 🎁

6. Conclusion 🏁

Breaking Down the Numbers: Why Zoom Alone Isn't Enough for Virtual Events

- **6 in 10** people report feeling "Zoom fatigue" after video calls. Reasons include increased multitasking, lack of non-verbal cues, and hyperfocus on self-view (Stanford research)

- **84%** of event attendees say networking is the most missed element in virtual events (Cvent survey)

- **80%** of virtual event participants say they spent less than 20% of event time actively networking with people (ON24 survey)

- **61%** of attendees say they remember more about an event when it incorporates mixed media, not just presentations (Experiential Marketing Summit survey)

- **30%** higher audience engagement when virtual events use interactive features like polls, Q&A, chats etc. compared to passive viewing (Hubilo data)

- **60%** of virtual event sponsors were dissatisfied with brand awareness and lead generation results (Bizzabo report)

- **40%** of attendees say virtual events need better audience participation options beyond just presentations (Planning Pod survey)

- **55%** of planners believe virtual events should make better use of data tracking to improve the experience (PCMA report)

Zoom fatigue is real.

😅 Staring at a screen for hours can be tiring for attendees. Virtual events need more interactive and engaging elements to keep people energized and focused.

Networking is tougher virtually.

🤝 Random interactions and relationship building are harder on Zoom versus in-person events. Virtual events need specific networking features or sessions to connect attendees.

Replicating the "buzz" is challenging

🐝 The energy and excitement of an in-person event is hard to achieve through a single online platform. Using multiple online tools and dynamic content helps capture some of that buzz.

Limited audience data and insights

📊 Zoom provides basic attendance and engagement data. More customization, data integration and two-way interaction is needed to understand your virtual audience better.

Difficulty showcasing sponsors

🗣️ Sponsors want exposure at virtual events too. Zoom alone lacks built-in ways to prominently display sponsors. Creative use of breakout rooms, custom designs and virtual expo elements can help.

Content variety is constrained

🎥 Zoom is optimized primarily for presentation-style content. Virtual events can benefit from more pre-recorded videos, slides, live demos, Q&As and interactive elements to vary the content.

How do I deal with these challenges?

The key is utilizing Zoom as the "stage" but enhancing the experience with supporting technologies, creative engagement tactics, advanced data analytics, and a focus on driving networking and audience participation. The right mix can lead to successful virtual events beyond just static Zoom calls.

Enter Meetupify - Your virtual events playground.

Get a Free Trial today - https://meetupify.com

Making Digital Events and Video Calls More Engaging: A Comprehensive Guide