

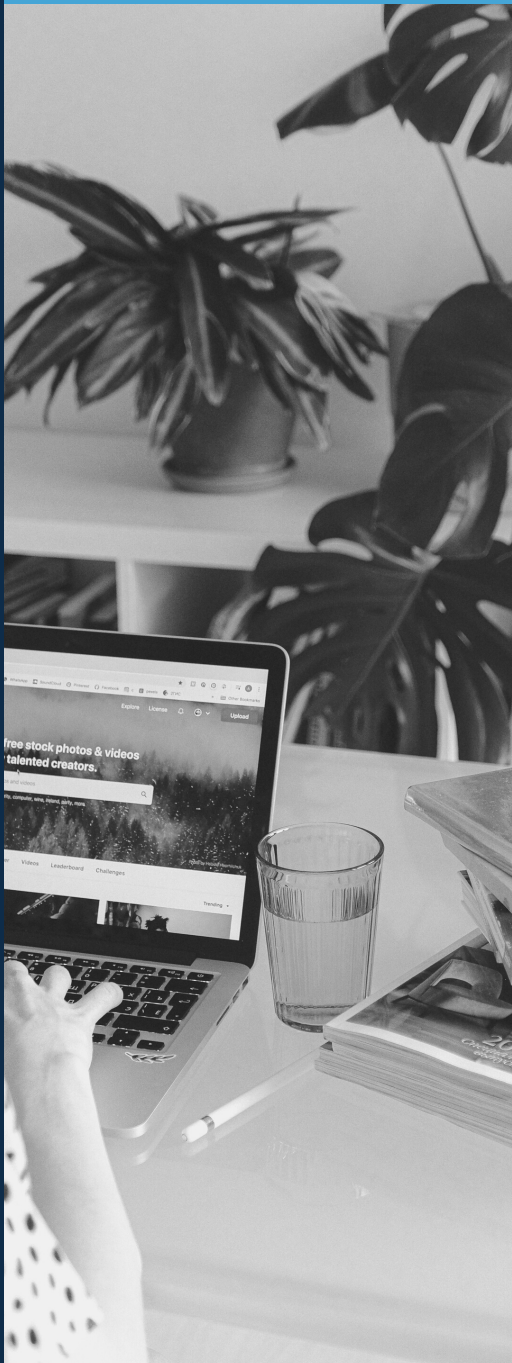


**EAGLES
TALENT
SPEAKERS
BUREAU**

VIRTUAL EVENTS BEST PRACTICES

**PREPARED BY
EAGLES TALENT
SPEAKERS BUREAU**

A STATEMENT FROM EAGLES TALENT



This guide was created by Eagles Talent Speakers Bureau. The purpose of this guide is to provide you with the best practices and guidelines for leading, participating in, promoting or scheduling a virtual event.

Eagles Talent is your source for presenting speakers for your virtual event. We collaborate with you to create a virtual meeting that is engaging, full of value and filled with connection.

Whether you need to stream a keynote to inspire your team, want to hold a town hall for your community or deep dive into a master class on a particular topic, we can help you turn a virtual idea into reality.

There are thousands of speakers, breakout/workshop session presenters, athletes, celebrities and entertainers who are available to appear in your meeting, convention and special event.

Eagles Talent has worldwide contacts and access to any and all speakers.

Take into consideration these virtual event best practices in order to keep your event running smoothly.

Sincerely,
Eagles Talent Speakers Bureau

VIRTUAL EVENT

OVERALL BEST PRACTICES

LIVE VIRTUAL EVENTS FROM HOME

Make sure that you have a good internet connection. The last issue you want is running out of bandwidth.

Try to create a professional background, or at the very least, make sure you know what is in your camera angle. Using stock images as backgrounds, or backdrops work well if you don't feel your room is fit for camera.

Some things to keep in mind:

- Adjust the lighting so that your face is clearly visible
- Make sure house noises won't disrupt the meeting
- Make sure objects in view are appropriate

CHOOSING A PLATFORM

There are many options when choosing a platform for a virtual event. Some include, Zoom, WebEx, Teams, Adobe Connect, Vimeo, Virtual Summits and more.

Choosing the right platform for your needs is important. Does the functionality meet your presentation needs? Can the platform host your entire audience? Are there added costs?

Make sure you know how to use the platform. Test it beforehand and troubleshoot any issues you may have.

MARKETING A VIRTUAL EVENT

If you have never planned or promoted a virtual event, the marketing can seem scary, but we're here to help. Within this guide, marketing techniques will be broken down in-depth. Be sure to keep your audience intrigued. A virtual event is only as good as its marketing.

EVENT ANNOUNCEMENTS

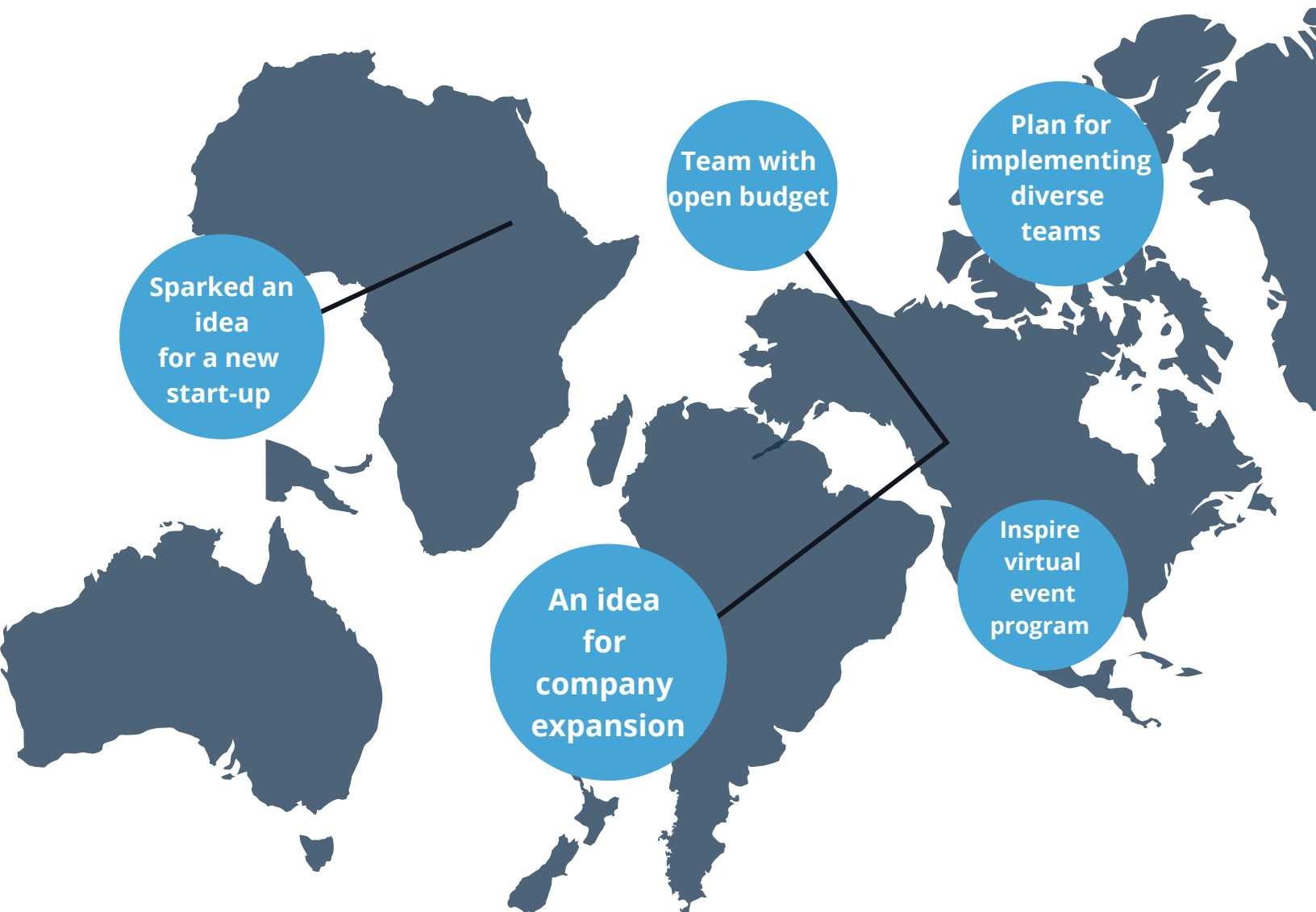
Make sure to keep announcements concise, but detailed. Don't let your attendees be surprised on the day of the event. If they might have to complete a download, or turn off certain settings, make sure you find that out beforehand.

If your company may use a variety of platforms for different events, consider making a template for Meeting Planners to fill-in, so that all information is distributed all the time.

SCREEN SHARING

Test out screen sharing prior to the event. Making sure that you understand the functionalities of screen sharing in the platform will help the event run smoother.

Make sure that you are sharing the correct information. If you have other web sites or documents open, be aware of what you are letting your audience see. Keep it professional, but if a mistake happens, don't make a big deal of it. Just fix it, and move forward.



REACH A GLOBAL AUDIENCE

Virtual events are great for attendees that would otherwise have to travel far. This ups your overall attendance and provides knowledge to a larger base. Instead of having all of your attendees congregate in one room, think of the possibilities of having them congregate on one platform. Bigger audience and more collaboration. Hosting virtual events, sparks global motivation.

VIRTUAL EVENT

PREP YOUR SPEAKER

Many speakers have only spoken in front of a live, in-person audience. Some of them might be trying virtual events for the first time. Here's some tips for making things run smoothly for seasoned or amateur virtual presenters:

- Make sure the speaker's name, title and any other important information is on-screen.
- If possible, provide the attendess with the presentation, so that if there are any technical issues on their end, they can refer to the slide on their own.
 - This works well when referring to specific slides during Q&A.
- Don't be afraid to ask speakers questions about their presentation. As a virtual event host you want to make sure you know what is going on.
- Build a relationship with the speaker. Discuss and be honest in what you expect. You just might spark something new.

VIRTUAL SPEAKER PRESENTATION TIPS

Virtual events are different than an in-person events, but that does not mean it is less meaningful. However, they do have some similarities. Keeping an audience's attention can be difficult. In person an attendee can tune out or play on their phone. Online attendees can click away, or completely get up and walk away without you knowing.

A speaker draws energy and enthusiasm from their audience. Virtual speakers have to take non-verbal cues to gauge performance.

Pacing might be difficult because there isn't an audience in front of you to take verbal cues from. Nevertheless, this is why you have practice sessions.

ANTICIPATE PROBLEMS

Run through "what-ifs" & brainstorm solutions

PRACTICE

Run through as if it were the actual event. Screen share, present, ask model questions.

Schedule a pre-planning practice session and then a complete run-through the week of the event.

The pre-planning session lets you confirm times, expectations, platform, attire, technology, etc. Discuss any help the speaker will receive, either from an IT member, co-host, etc.

The run-through during the week of the event should be handled as if it were the real deal. Present, dress accordingly, place yourself in the exact location, screen share, test sound and practice Q&As, polls and transitions.

Be comfortable, but look presentable. Find your comfort. Do you feel most confident standing or sitting? Test this while you practice. Where is your best camera angle? Being on a screen is definitely different than standing behind a podium or walking across a stage, so find what works for you.

Multi-tasking might be new for some speakers. Having to talk, manage messages, change slides, etc. can be difficult, so speakers should ask for help from IT or moderators if they have too much to focus on.

Speakers should ask for feedback, or a host/moderator should supply it. It helps both parties plan for future online events.



50%

Virtual attendees have a 50% less attention span than those of an in-person meeting.

CONTINGENCY PLAN

Always have a backup plan. If the wi-fi cuts out, tech issues, whatever. Have filler slides, someone to step in for tech issues, a backup speaker and moderator to step in for questions and/or on-the-spot interviews.



Polling, online presentations, video conferencing, screen sharing, Q&A, chat, breakout rooms

Great for long or short meetings

Multi-platform streaming

Early registration for participants

Receive analytics on your stream, engagements, polling, etc.

Chat offers 1-on-1 and group chat options for both attendees and panelists



Includes a schedule builder, landing page builder, speaker collection, management of attendees, sponsors and much more

Speaker collection gives you the option to send invites to potential speakers for your event

Attendee management allows you to see who is registering for your events

Provides a full attendee list with their corresponding membership information

Can sync with select email software programs and provides analytics



Stream full HD videos to all social media platforms and your websites right through service

Paid service also includes video analytics, ability to edit video and engagement tools

Paid service allows unlimited livestreaming

Live Q&A, graphics and polls

Audience chat

Studio encoding software

Unlimited viewers

STREAMING PLATFORMS

Having the right platform for your webinar and livestreaming needs, is extremely important. If you're expecting a large attendance, make sure that the streaming platform has that capacity. A free service might not always be the best choice depending on your needs.

These 3 platforms are great. Zoom is widely known and great for meetings for larger virtual events. Virtual Summits Software is great in planning and keeping track of attendees, speakers and analytics. Vimeo Livestream is an in-depth streaming service

that has everything you could need. Also, if you are expecting a lot of attendees, this program allows an unlimited amount of viewers.

Understanding platforms and their capabilities is key to having a successful online event. There are hundreds of streaming programs out there that range from free to thousands of dollars. Finding the right platform will depend on your company, virtual event expectations and supplemental needs.

SPEAKER PREP QUESTIONS

- Where will you be presenting from?
 - Explain your background
 - Test to see if personal items such as recognizable photos or coffee mugs are in your camera angle.
 - Is there any consistent annoying background noise?
 - What device are you using?
 - Are you comfortable using it?
 - Will you be using a headset, external mic, or computer audio?
 - What will you be wearing?
 - This is an important question. It guides the view that you want to give the audience.
 - Is it more laid-back or professional?
 - Will you be sitting or standing while presenting?
 - Will the presentation have slides?
 - How do you want to administer the Q&A?
 - Will someone be telling you the questions for you to answer?
 - How do you want the questions to be fielded and responded to?
 - Do you want polling?
 - Some speakers might say no, but this is great for audience engagement.
 - It allows speakers to get a feel for their audience in a concise and quick way.
 - Will they be sending the slides so the audience members can have them?
 - Or are they supplying guides or other supplemental material?
 - What are you most concerned about?
 - What are you most comfortable with?
 - Is there anything else that we can help with to make the presentation run smoother?
-

Promotion

MARKETING A VIRTUAL EVENT

When your in-person event is canceled, it can prove difficult to keep an audience hyped for an online event. Or even planning a completely online webinar can sometimes make your head spin when it comes to marketing. Where do you even begin to promote pre-event hype? Getting an audience hyped for an online event can be a daunting task if it is your first time doing it. Content marketing is important to generate pre-event hype. This improves attendance and increases overall event engagement. This also boosts social engagement and impressions leading up to the event's kick-off.

CHOOSING THE RIGHT PLATFORM

Where does your audience come from? Are they Twitter-heads, Facebook frenzies, LinkedIn or Instagram users? Having the right platform for your content is your first task. Creating perfect content means nothing if the right people don't see it, at the right time. Knowing your audience is key.

TEASE YOUR AUDIENCE WITH THE RIGHT CONTENT

People love cliffhangers and so do companies when it comes to promoting content. Keeping excitement up makes viewers keep coming back, which therefore ups engagement. Teasing with content can be tweets, pictures, videos or even something as interesting as creating a site landing page. Techniques like this pique interest and keep an active audience.

JUST A PEAK PLEASE?

When you've given your audience enough hints and content that has left them on the edge, give them a little sneak peak. Get creative during this stage. What can you do that is completely outside the box? Does your event have a special speaker coming? If so, use that speaker to your advantage. Have them do a little promo for the event. This automatically piques interest, gives your event more content and is the perfect promotion.

LOCAL MARKETING CAN MAKE A BIGGER IMPACT

Reaching an audience on a national scale can be hard, especially if your company might not be as widely known. Starting small is the best idea. Market locally. Long tail optimization is great for location tracking, exposure and making sure that your content will be seen by the people most likely to attend. For a virtual event, location tracking is still very important. There might be certain groups of people that you are trying to reach. Using long tail optimization helps you pick keywords based on geographical data and a stronger zeroed-in focus.

A NEED FOR CHANGE

While the tactics stay the same, the way they are implemented may need to change. Creating pre-event hype is all about reinventing the way that events are marketed. Content creation and content sharing boosts event excitement, but it needs to be done strategically.



CHAT

Chat functions can be effective during a presentation. Use it to seek clarification or ask questions. Let moderators know there may be audio issues or that something is not working. Chat, however, can also be distracting, so use it sparingly and appropriately.

MUTE

It is better to forget that you are muted, rather than to find out that you are not. External and internal microphones are sensitive, so if you have any background noise, make sure you are muted when you are not speaking. For moderators, take notice of "mute all" options on streaming platforms.

BREATHE

Issues come up in virtual events, just as they do with in-person events. Breathe. Expect the unexpected and look at your backup plan. Find the support you need and problem solve. Your attendees will remember how the problem was fixed and the event moved smoothly after, much more than the problem itself.

TEAMWORK

Creating and implementing a virtual event is not a job to be done alone. Meeting planners, speakers, department heads and session organizers should work together. Distribute work into two main categories: event content and logistics/IT support. Teamwork will help identify any gray area, as well as raise awareness of event possibilities and capabilities.