Virtual Event Planning Timeline

12 Weeks Before the Event: Initial Planning

1. **Define Objectives**
   - Determine the goals and objectives of your virtual event.
   - Identify target audience and key metrics for success.
2. **Budget Planning**
   - Establish a budget covering all aspects of the event.
   - Allocate funds for technology, marketing, speakers, and other essentials.
3. **Select a Platform**
   - Research and choose a virtual event platform that meets your needs.
   - Ensure it supports necessary features like live streaming, Q&A, and networking.
4. **Create an Event Plan**
   - Develop a detailed plan including timelines, tasks, and responsibilities.
   - Outline the event agenda, session formats, and key activities.

10 Weeks Before the Event: Speaker and Content Preparation

1. **Confirm Speakers**
   1. Invite and confirm speakers or panelists for the event.
   2. Provide them with guidelines and deadlines for content submission.
2. **Develop Content**
   1. Start creating session content, presentations, and other materials.
   2. Ensure content aligns with event objectives and audience interests.
3. **Design Promotional Materials**
   1. Create marketing materials such as banners, social media posts, and email templates.
   2. Plan a promotional campaign to generate awareness and registrations.

8 Weeks Before the Event: Marketing and Engagement

1. **Launch Registration**
   - Open event registration on your chosen platform.
   - Promote the registration link through various channels.
2. **Engage with Audience**
   - Send pre-event surveys to understand attendee expectations.
   - Share teasers or previews of the event content to build excitement.
3. **Social Media Campaign**
   - Launch a social media campaign to increase visibility and engagement.
   - Utilize hashtags, countdowns, and interactive posts.

6 Weeks Before the Event: Logistics and Technology

1. **Test Technology**
   1. Conduct a full test of the virtual event platform.
   2. Ensure all technical aspects, including video, audio, and interactive features, work smoothly.
2. **Plan Logistics**
   1. Coordinate with speakers and staff on the event schedule.
   2. Confirm roles and responsibilities for the event day.
3. **Create Attendee Guides**
   1. Develop guides or FAQs to help attendees navigate the virtual platform.
   2. Include information on how to join sessions, participate in discussions, and access resources.

4 Weeks Before the Event: Final Preparations

1. **Finalize Content**
   - Complete all presentations, videos, and session materials.
   - Review and refine content for clarity and engagement.
2. **Dry Run**
   - Conduct a rehearsal with speakers and staff.
   - Test the flow of the event, timing, and technical elements.
3. **Engage Registrants**
   - Send reminder emails to registered attendees.
   - Share additional information about the event schedule and highlights.

2 Weeks Before the Event: Countdown

1. **Confirm Details**
   - Double-check all event details, including schedules, speaker confirmations, and technical setups.
   - Make any necessary adjustments.
2. **Increase Promotion**
   - Intensify promotional efforts through all channels.
   - Share speaker spotlights, session highlights, and engaging content to boost registrations.
3. **Prepare Support Team**
   - Brief the support team on handling attendee inquiries and technical issues.
   - Ensure they are well-prepared for the event day.

Free Event ROI Audit

kelbree consulting

VIRTUAL EVENTS PRO

Virtual Event Planning Timeline

Event Week: Execution

1. **Day Before the Event**
   1. Conduct a final tech check and rehearsal.
   2. Send last-minute reminders and access details to attendees.
2. **Event Day**
   1. Ensure all team members are in place and ready to assist.
   2. Monitor the event closely, providing support as needed.
   3. Engage with attendees through live interactions and real-time support.

Post-Event: Follow-Up and Analysis

1. **Immediate Follow-Up**
   - Send thank-you emails to attendees, including links to session recordings and resources.
   - Share a post-event survey to gather feedback.
2. **Analyze Data**
   - Review event metrics such as attendance, engagement, and feedback.
   - Identify areas of success and opportunities for improvement.
3. **Continuous Engagement**
   - Follow up with leads and interested attendees.
   - Share additional content, such as whitepapers or upcoming event information.

Free Event ROI Audit

kelbree consulting

VIRTUAL
EVENTS PRO