

STBONAVENUE

Hybrid & Virtual Event Checklist

Hosting an event with a virtual component or attendance option takes a lot of planning and coordination. This checklist helps keep you on track to make sure you're set up for success.

BEFORE THE EVENT

- Identify event goal(s)
- Determine your event budget
- Build event content plan
- Find speakers, moderators or other key participants
- Determine event's technical and A/V needs
- Choose a virtual hosting platform
- Pick a date & time zone
- Secure a venue
- Create an event agenda, including available virtual sessions
- Plan catering for in-person attendees
- Choose online registration platform
- Promote your event
- Send out virtual participation details & links

DURING THE EVENT

- Conduct tech rehearsals for each session
- Introduce live polling, Q&A, gamification to engage attendees
- Record live sessions for later use
- Capture attendee data (session attendance and engagement etc.)

AFTER THE EVENT

- Send a feedback survey
- Analyze attendee data
- Present results to key stakeholders