

Your Virtual Event Checklist

Creating virtual events is hard, but we're here to help!

- Tick off this checklist to create an awesome experience for your attendees and save yourself a lot of headaches.



First Steps

- I know who my event is for, I know what their interests are, I know what value they'll be gaining from my event
- I have set a budget and broken it down into smaller items
- I have set a target for ticket revenue, attendee numbers, and any other measurable goals I have. I have worked back from these to plan my event strategy

Content and Speakers

- I have confirmed speakers my sessions
- I have briefed speakers and managed the deadline for a practice run-through, a headshot, bio or talk description

Marketing

- I have set up my affiliate scheme
- I have written copy for my event affiliates to use to promote my event to their audience
- I have encouraged my speakers to become event affiliates
- I have launched incentives I can offer to attendees to get them to share the event on social media
- I have considered what other marketing strategies would be suitable to attract my audience

Building Your Tech Stack

- I have decided the types of sessions I want to have (talks, Q&A, fireside chats, breakout sessions, workshops, keynotes, panel discussions, networking) and identified the tools for each session
- I have the ability to sell tickets, with different ticket levels available
- I can send out emails to automatically remind attendees of upcoming sessions and events

Top Tips

- HeySummit's Speaker Dashboards allow speakers to add their own headshot, bio and talk descriptions - saving you a ton of time!
- HeySummit comes with a built-in Event Affiliate scheme and viral incentive functionality.
- HeySummit can take care of everything. All you need to do is plug-in your preferred video and webinar providers to your HeySummit event to deliver your sessions.

Feeling more confident?

Get started with your HeySummit free trial now!
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