Converting In-Person Events into Successful Virtual Experiences

Speaker: Renee Reid
AGENDA

• Speaker Snapshot
• 3 Best Practices for Creating a Virtual Experience
• Case Study
• Q&A
SPEAKER
MODERATOR
ORGANIZER
CONSULTANT

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VIRTUAL EXPERIENCES

DESIGN SUMMIT

S.M.E PANEL | CAREER PANEL

TECH CONFERENCE

HBCU STUDENT CONFERENCE
VIRTUAL EXPERIENCES

PAINT PARTY
INTERATIVE DESIGN CLASSES
VIRTUAL COOKOUT
HEADWRAP TUTORIAL
WINE DOWN WEDNESDAYS
YOGA & BREATHING
NON-PROFIT GALA

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3 BEST PRACTICES FOR CREATING YOUR VIRTUAL EXPERIENCES
PLAN

• Goal of Event and Experience
• Size and Type of Audience
• Fee or Free
• Length of Time
PARTICIPATE
PARTICIPATE

• Before, During & After Event

• Attendee Interaction and Engagement

• Host Interaction and Engagement
PLATFORM
**Hue Design Summit**

**JULY 25 & 26, 2020**

The HUE Design Summit returns this year with a retooled digital experience to deliver the quality of content and conversation you've come to expect from us to the comfort of your own homes. With workshops like creating inclusive products, exploring the future of 3D sketching, expressing your identity through your lettering style, and hosting Cheryl D. Holmes Miller as our keynote speaker, the un-conference brings the disciplines of industrial design, user experience, and visual design to professionals and students alike looking to grow and connect with Black creatives across the country.

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- DSA
- The Plug

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Platform: hopin
The Black Is Tech Virtual Conference 2020

Sep 22, 9:00AM to Sep 25, 6:30PM PDT

6054 people attended

<table>
<thead>
<tr>
<th>Description</th>
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<tbody>
<tr>
<td>The Black Is Tech Conference 2020 is going Virtual! And it's FREE for everyone!!! Yes you heard it right.</td>
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<tr>
<td>The Black Is Tech Virtual Conference will be held on Sept. 23-25, 2020 and will attract over 6000 black and LatinX tech professionals and entrepreneurs streaming our sessions, networking with one another, and connecting with recruiters, all from the comfort of their homes.</td>
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<td>The 3-day event will include:</td>
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<td>- Keynotes, Fireside Chats and Panels from well renowned leaders in tech.</td>
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<td>- Workshop sessions</td>
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<td>- Recruiting Sessions</td>
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<td>- Virtual Booths</td>
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<td>- Networking</td>
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<td>- Loads and loads of learning, information and connections.</td>
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HYBRID EVENTS
HYBRID EVENTS

• Connect the Experiences

• Have separate or different programing

• Think about permanent Hybrid Events
Virtual Gala | Opportunity Junction
The Imagine Gala
Virtual Gala
Celebrate The Gala From The Comfort of Your Home!

Our traditional gala event is going to be virtual this year and will incorporate some of your favorite Imagine Gala entertainment components. We will also be hosting an online silent auction with exciting items you won’t want to miss.
2019 In Person

Held at a Country Club

200 local attendees

3 HOURS

All presenters were Live in person

5 months of planning

2020 Virtual

Zoom

100 attendees (across US)

1 HOUR

Combination of Videos and Live content

8 Weeks of planning

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2019 In Person

Onsite Auction

Mailers and Flyers

Total raised $80,000

2020 Virtual

Virtual Auction

Email, Mailers, Phone

Total raised $120,000

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IMAGINE GALA
2020
20 YEARS
OF ROARING SUCCESS
BEFORE WE GET STARTED

IMAGINE GALA
2020
20 YEARS
OF ROARING SUCCESS
Greater Giving
Virtual Auction Site
Greater Giving
Virtual Auction Site
Goal of the Gala was very clear
KEY TAKEAWAYS

• Multiple Presenters & Multi-Media help break up the event

• Plan a Run of Show rehearsal and having a Script are essential

• Having designated people to manage chat & tech is extremely beneficial

• Before, During and After Event Experiences helped with engagement and awareness

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• Multiple Presenters & Multi-Media help break up the event

• Cross platform experiences (YouTube, Zoom, Greater Giving) helped differentiate event

Low Tech. High Impact.

• Having a committed & enthusiastic team and people to create with is CLUTCH
PLAN
PARTICIPATE
PLATFORM
BE CREATIVE
HAVE FUN
OBSTACLE
OPPORTUNITY
Resources to Look Up

Platforms
Hopin https://hopin.to/
Streamyard https://streamyard.com/
OBS Streaming
Zoom https://zoom.us/

Virtual Events Examples: Imagine Gala
Pre Gala event : MockTails & CockTails
Imagine Gala: Virtual Event

Other Resources
Greater Giving Online Auction
Virtual Event Best Practices
Event Reminders

• Be intentional about your event & experience. Make it worth your and your audience's time.

• Extra hands go a long way. Organize and Execute with other people when able. Have multiple presenters, chat moderators, someone to help with tech etc.

• Novice: Start small. Do several small events then build. Expert: Consider larger events on more robust platforms that add more experiences, branding and polish.

• Create templates that you can reuse. Zoom backgrounds, email/invite communications, scripts, event format.

• Think about how you are going to engage your audience, Before, During and After an event.
THANK YOU

RENEE REID