

# 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





SPEAKER  
MODERATOR  
ORGANIZER  
CONSULTANT



# The State of Black Design

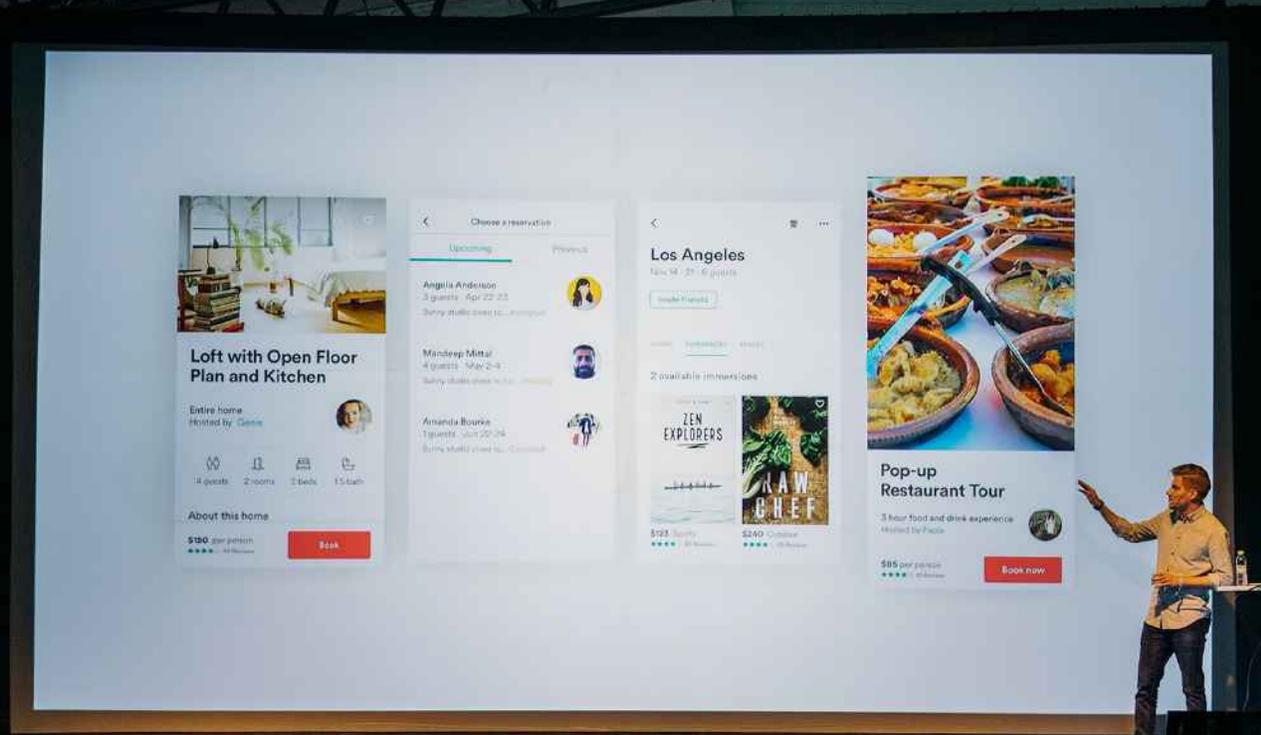
TXST Common Experience

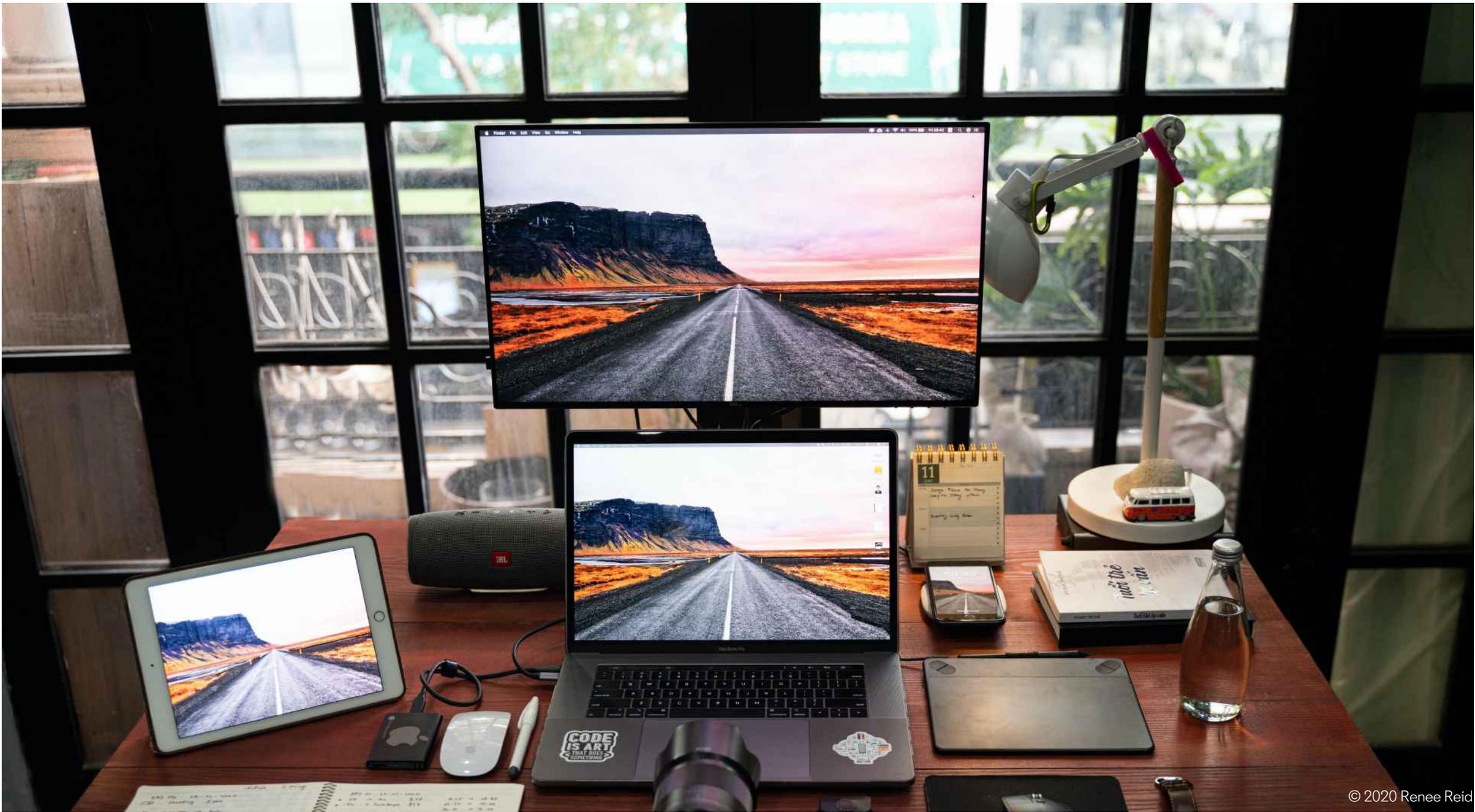
2.8K views · Streamed 5 days ago

**BUILDING & MANAGING YOUR LINKEDIN PROFILE GEMS**

- What will your digital Thumbprint look like?
- Research, Research, Research
- Network | Network

ou!





# VIRTUAL EXPERIENCES

DESIGN SUMMIT

S.M.E PANEL | CAREER PANEL

TECH CONFERENCE

HBCU STUDENT CONFERENCE

VIRTUAL  
EXPERIENCES

PAINT PARTY

INTERACTIVE DESIGN CLASSES

VIRTUAL COOKOUT

HEADWRAP TUTORIAL

WINE DOWN WEDNESDAYS

YOGA & BREATHING

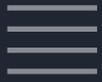
NON-PROFIT GALA

# 3 BEST PRACTICES FOR CREATING YOUR VIRTUAL EXPERIENCES



# PLAN





# PLAN

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

A close-up photograph of a person's hand raised in the air, set against a blurred background of warm, bokeh lights. The hand is positioned on the right side of the frame, with fingers spread. A watch with a dark, textured strap is visible on the wrist. The overall atmosphere is warm and social.

**PARTICIPATE**

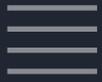


# PARTICIPATE

- Before, During & After Event
- Attendee Interaction and Engagement
- Host Interaction and Engagement

A close-up photograph of a person's hands holding a silver smartphone. The person has bright pink nail polish and is wearing a gold ring on their left ring finger. The phone is held over a silver laptop keyboard. In the background, another person's hands are visible, also with pink nail polish and a gold ring, resting on a wooden desk. The word "PLATFORM" is overlaid in large white letters on the left side of the image.

# PLATFORM



**PLATFORM**



hopin

zoom



StreamYard





# PLATFORM



hopin

## Hue Design Summit

Jul 24, 1:00PM to Jul 27, 11:00AM PDT

147 people attended



Description

Sponsors

Schedule

Booths

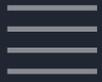
The HUE Design Summit returns this year with a retooled digital experience to deliver the quality of content and conversation you've come to expect from us to the comfort of your own homes. With workshops like creating inclusive products, exploring the future of 3D sketching, expressing your identity 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.

### Proudly Supported By



The Plug





# PLATFORM



## The Black Is Tech Virtual Conference 2020

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

👤 6054 people attended



Description

Sponsors

Schedule

Speakers

Booths

The Black Is Tech Conference 2020 is going Virtual!!! And its FREE for everyone!!! Yes you heard it right.

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.

The 3-day event will include:

- Keynotes, Fireside Chats and Panels from well renowned leaders in tech.
- Workshop sessions
- Recruiting Sessions
- Virtual Booths
- Networking
- Loads and loads of learning, information and connections.



# PLATFORM



# StreamYard



Renee Reid - LinkedIn



Thandi Young - Google



@SSU VIRTUALLY AMAZING HOMECOMING 2020 | Follow



# PLATFORM



 Renee Reid - LinkedIn

Thandi Young - Google

Antonio Richmond - Kinder Morgan

Kamaria S. Hill - LinkedIn

Delroy Cameron - Apple 



# PLAN PARTICIPATE PLATFORM





# HYBRID EVENTS





# HYBRID EVENTS

- Connect the Experiences
- Have separate or different programming
- Think about permanent Hybrid Events



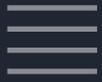
# Virtual Gala | Opportunity Junction

# The Imagine Gala





# The Imagine Gala



# Virtual Gala



IMAGINE GALA

— 2020 —

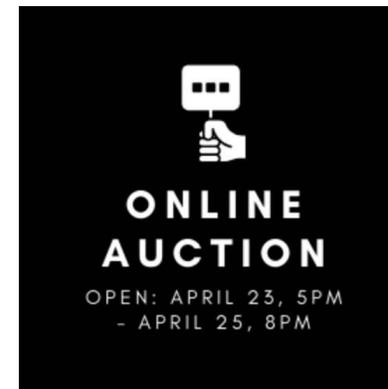
20 YEARS  
OF ROARING SUCCESS



# Messaging

## 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



# 2019 In Person

Onsite Auction

Mailers and Flyers

Total raised \$80,000

# 2020 Virtual

Virtual Auction

Email, Mailers, Phone

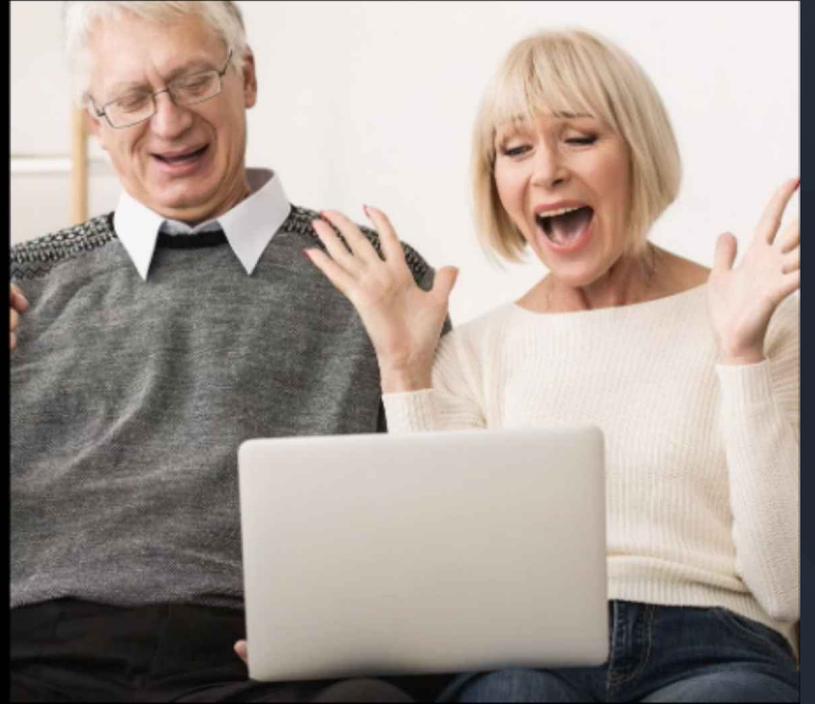
Total raised \$120,000



IMAGINE GALA

2020

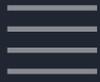
20 YEARS  
OF ROARING SUCCESS



# BEFORE WE GET STARTED

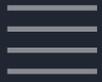
The screenshot shows a Zoom meeting window. The main content is a presentation slide with a gold border and a banner that reads "IMAGINE GALA 2020 20 YEARS OF ROARING SUCCESS". The slide features a stylized gold logo above the text. To the right of the slide, a red arrow points to a chat window. The chat window contains a message: "From Me to Everyone: https://imaginegala2020.ggo.bid/bidding/package/13019099". At the bottom of the Zoom window, the control bar is visible. The "Mute" and "Start Video" buttons are circled in red. The "Chat" button is also circled in red. Other buttons include "Security", "Participants", "Share Screen", "Record", "Reactions", and "End Meeting".





# Greater Giving Virtual Auction Site

<p><b>Sold</b> WINNING BID \$ 675</p>  <p>5   Golf at Blackhawk with Super Bowl Champion Ricky Watters ☆</p>		<p><b>Sold</b> WINNING BID \$ 350</p>  <p>6   Daytrippin' Calistoga: Wine Tastings &amp; Dinner ☆</p>
<p><b>Closed</b> CURRENT BID No Bids</p>  <p>7   Tesla Factory Tour for Four ☆</p>	<p><b>Sold</b> WINNING BID \$ 295</p>  <p>8   Six &amp; Six: Chardonnay &amp; Cabernet, Obsidian ☆</p>	<p><b>Sold</b> WINNING BID \$ 250</p>  <p>9   The Essential Bar Cart, Just Add Liquid ☆</p>
	<p><b>Sold</b> WINNING BID \$ 600</p>  <p>10   Classic Valentino Bag and Scarf ☆</p>	<p><b>Sold</b> WINNING BID \$ 290</p>  <p>11   New Mecca Dinner for 20 People ☆</p>
<p><b>Sold</b> WINNING BID \$ 260</p> 	<p><b>Sold</b> WINNING BID \$ 50</p> 	



# Greater Giving Virtual Auction Site

<p><b>Sold</b> WINNING BID \$ 65</p>  <p>26 Rossmoor Golf Course: Golf for Two ☆</p>	<p><b>Sold</b> WINNING BID \$ 105</p>  <p>27 Trip to the Zoo ☆</p>	<p><b>Sold</b> WINNING BID \$ 190</p>  <p>28 Sonos One Speaker With Amazon Alexa Built In ☆</p>	
<p><b>Sold</b> WINNING BID \$ 190</p>  <p>29 Sonos One Speaker With Amazon Alexa ☆</p>			<p><b>Sold</b> WINNING BID \$ 650</p>  <p>30 Men's Heritor Automatic Carter Watch ☆</p>
<p><b>Sold</b> WINNING BID \$ 205</p>  <p>31 Two Hour Consultation with Kathleen Burke Design ☆</p>	<p><b>Closed</b> PRICE \$ 240</p>  <p>32 One Case of 2013 Kaiser Family Zinfandel #1 ☆</p>	<p><b>Sold</b> WINNING BID \$ 340</p>  <p>33 Six and Six: Hafner Cabernet and Hafner Chardonnay ☆</p>	



# Goal of the Gala was very clear

Opportunity Junction  
2020 Imagine Gala

**Fund a Need**

Donation Goal: \$120,000

Total Raised: \$97,723

**OPPORTUNITY JUNCTION**  
ON THE ROAD TO SELF-SUFFICIENCY

Our Sponsors

WELLS FARGO

FUTURE STATE

seeno homes *Building since 1947*



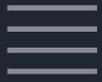
OJ 2020 Imagine Gala





# 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



# KEY TAKEAWAYS

- 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**



# QUIZ

# PLAN PARTICIPATE PLATFORM



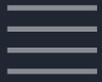
**BE CREATIVE**

**HAVE FUN**





# OBSTACLE



# OPPORTUNITY

**YOU  
GOT  
THIS**





**Renee Reid**

Staff UX Design Researcher  
at LinkedIn



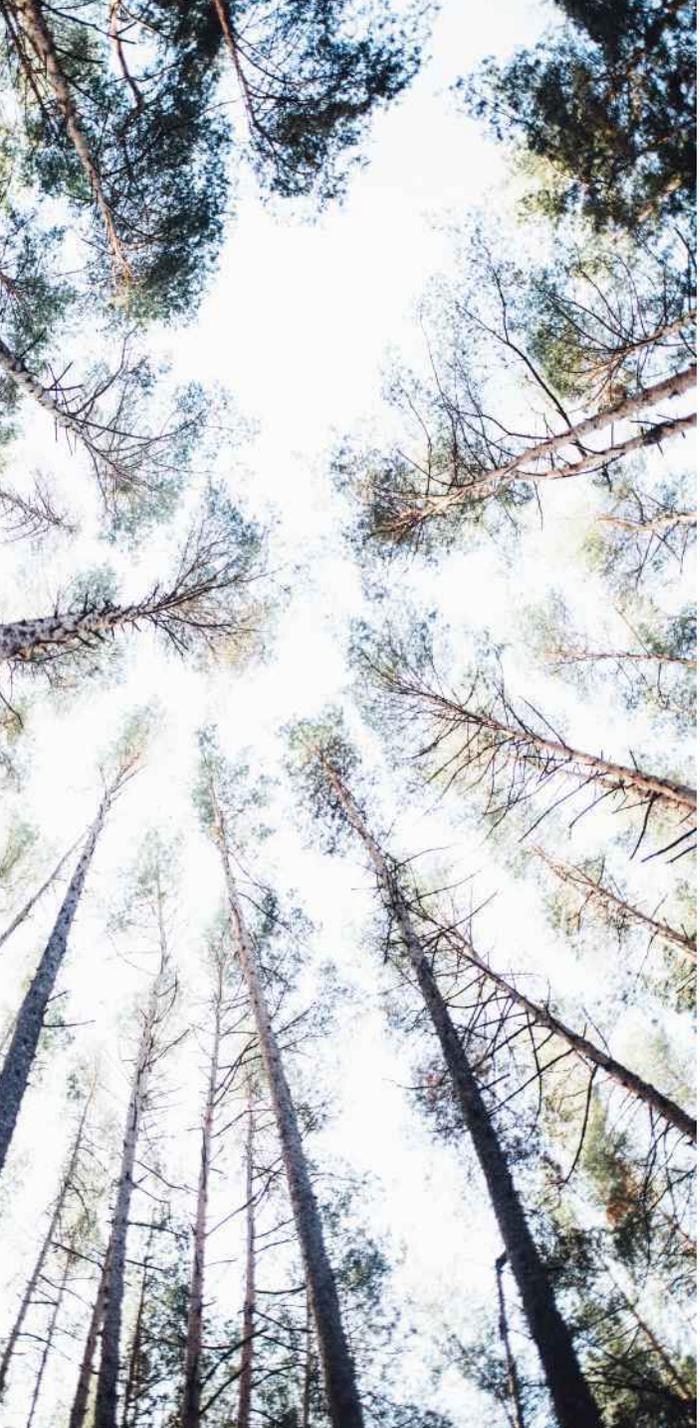
: @thee\_renee



: thereenee.com



: thee\_\_renee



# Resources to Look Up

## Platforms

[Hopin https://hopin.to/](https://hopin.to/)

[Streamyard https://streamyard.com/](https://streamyard.com/)

[OBS Streaming](#)

[Zoom https://zoom.us/](https://zoom.us/)

## Virtual Events Examples: Imagine Gala

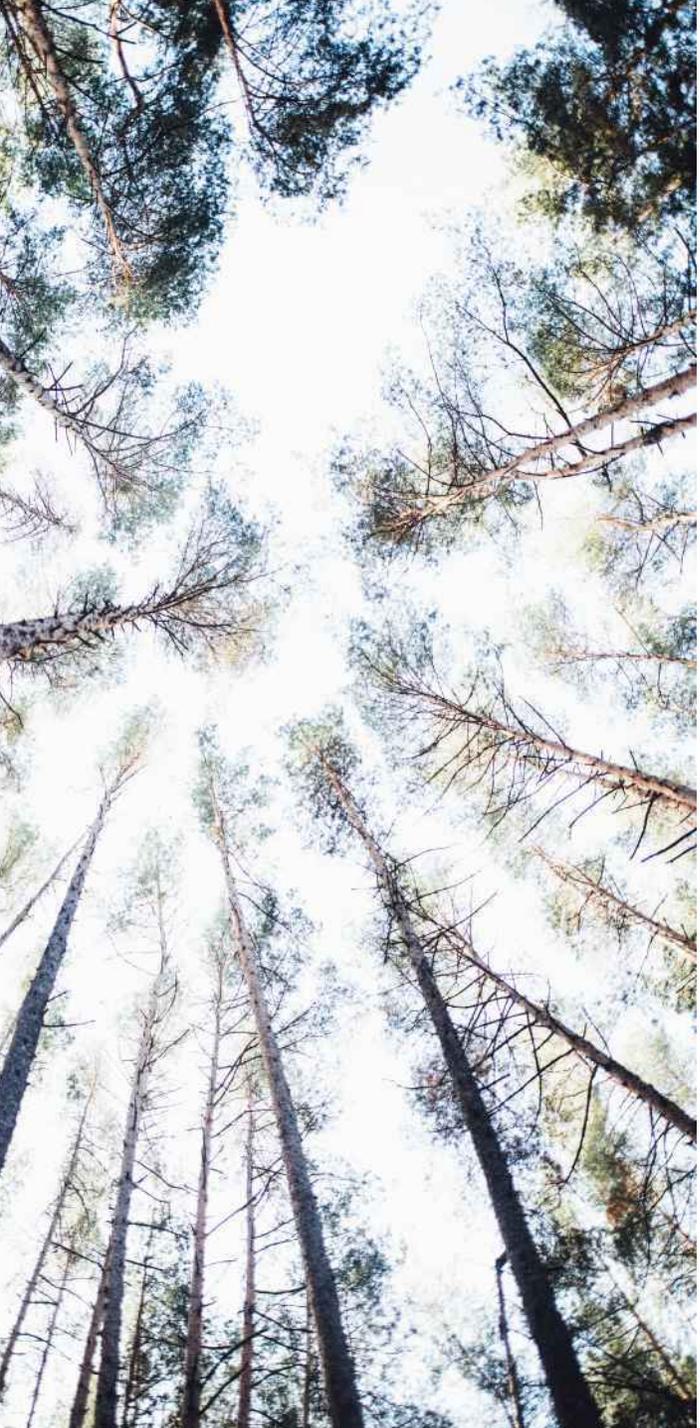
[Pre Gala event : MockTails & CockTails](#)

[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**