



OPTIMIZING THE

**VIRTUAL**

**EXPERIENCE**

Turning your event into a virtual experience opens up a lot of exciting possibilities. With all the different options and technologies involved, it takes a lot of planning and testing to create an online event. Partnering with an experienced production company can make all the difference in executing a highly produced, customized virtual event.

## CONSIDERING A VIRTUAL EVENT? HERE ARE SOME THINGS TO THINK ABOUT:





# 1

## CONSIDERING YOUR OPTIONS

Building a stable foundation is key to a successful event

- ✓ Think of your event holistically
  - Be sure it's integrated into your brand and your larger marketing efforts
- ✓ The planning process is similar to any other event
- ✓ What are your goals for the experience?
  - Education
  - Motivation
  - Fundraising
  - Promotion

### CUSTOMIZABLE ELEMENTS THAT MAKE UP A VIRTUAL EVENT

- Live presentation content with audio/video
- Live Q&A and polling
- Breakout sessions
- Recorded content
- Interactive video conferencing
- Tracking and analytics

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### THE FG ADVANTAGE

A highly experienced partner to help guide the process, foresee challenges, and create solutions.



# 2

## BUILDING YOUR VISION

Taking a strategic approach to planning creates the best experience for your audience

- ✓ Develop a consistent theme and look to match your event goals
- ✓ Develop Engaging Content
  - Is it useful to attendees?
  - Does it generate excitement and camaraderie?
  - Does it have an extended reach beyond the event?
- ✓ Think about timing and how your event will flow



### LET'S TALK TECH

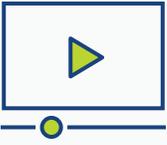
Having a production company with professional equipment and staff can help run your meeting smoothly in case of hiccups.

- Choose a platform based on objectives, audience needs, and tech necessities
- Optimize the user experience for speakers and attendees
- Will your presenters be filmed live in studio, remotely, or a mix of both?
- Troubleshoot tech to avoid connectivity issues
- Integrate video content

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### THE FG ADVANTAGE

Years of event production planning knowledge tailored to your needs, goals, resources, and brand.



# 3

## BUILDING YOUR CONTENT

Producing content that is optimized for an online setting is key



- ✓ Plan content based on whether you are pre-recording, live-streaming, or doing a hybrid event
- ✓ Develop assets ahead of time
  - Logo & Theme
  - Presentations (content & visuals)
  - Custom Videos
  - Live Demos
  - Studio/Stage Design (if live-streaming content)



### THE FG ADVANTAGE

Creative solutions and guidance from an award-winning team.



# 4

## PERFECTING THE EXPERIENCE

Rehearsing is an essential part of the process that helps ensure a successful event

- ✓ Rehearsals provide a better overall experience because they:
  - Allow you to test technology and timing before the event
  - Help speakers develop confidence in presenting
  - Keep everyone on the same page
  - Reduce questions and hurdles when going live
- ✓ Create a guide for explaining how to access the event, sessions, and more



### THE FG ADVANTAGE

Testing, troubleshooting, real-time consulting, and preparation from a crew with a high level of expertise.



# 5

## TAKE IT LIVE!

Seeing it all come together is a satisfying experience!



### THE FG ADVANTAGE

An experienced team to make sure everything goes right.



# 6

## EXTENDING THE CONVERSATION

Looking ahead to post-event opportunities helps you get the most out of your spend

- ✓ Send out presentations and recorded sessions to contacts as a follow-up
- ✓ Make it easy for attendees to connect with you and the speakers after the event
- ✓ Keep the momentum of the event going with related communications in the future



### THE FG ADVANTAGE

A detailed post-event plan and a team to carry it out.



**FIRST**GENERATION

# START THE CONVERSATION

TELL US WHAT YOU NEED, AND WE'LL TELL YOU  
HOW WE CAN HELP.

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