

## Actions You Can Take at Every Step of Your Journey

Transitioning from in-person to virtual events can be a challenging process. Whether this is the first one you're running or you're a seasoned virtual event planner, there are some key steps you should factor into your plans leading up to, during, and after the event.



### 4 to 6 months out

Strategize and align on your event plan

At this stage, it's about working with key stakeholders to understand what your organization is looking to get out of its event, assessing what you may need along the way from those involved, and making sure everyone is on the same page.

**Items on your to-do list could include:**

- Align on themes, messaging, goals
- Build out logistics, campaigns, promotional materials
- Begin selection of necessary technology

### 3 months out

Kick off the project and initiate communications

This is the time to begin reaching out to potential attendees, telling them about the event, and encouraging them to sign up. You also want to formulate clear plans for your own staff, so everyone has a clear understanding of timelines and accountabilities.

This is where the wheels start turning.

**Items on your to-do list could include:**

- Launch registration and communications
- Provide workback plans, and enablement



### 2 months out

Start engaging with your attendees

Ready to get attendees excited about joining you for the event? Now is the time to make that happen!

**Items on your to-do list could include:**

- Start the conversation, facilitate meetings
- Share pieces of content leading up to the event

### Day of event

Execute on everything you've been planning

This is where your hard work really pays off.

**Items on your to-do list could include:**

- Begin the days agenda
- Monitor attendance, tech, and engagement throughout

It goes without saying that your actual to-do list is going to be a lot longer and much more granular than this, but making sure these two items are there will get you started on the right foot and keep momentum going all the way through.



### Post-Event

Follow up and continue engaging with attendees and sponsors

Engagement doesn't end once the event is over. Take advantage of opportunities to continue the conversation with attendees, showcasing the value you bring to the table well beyond a stand-alone event.

**Items on your to-do list could include:**

- Enable attendees to connect with peers and sponsors on an ongoing basis
- Host meetings and touch points after the initial event
- Run other related conferences and sessions throughout the year

For more information and details, please check out our [Virtual Event Resource Package](#).