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Virtual Conference Planning Guide

EventBuilder's experts have produced thousands of virtual conferences. The Virtual Conference Planning Guide provides an overview of how to plan a virtual conference using EventBuilder's powerful software.



Virtual Conference Overview



Virtual Conference Overview

Consider this...

Conference scale



Small

running one day
or one track



Medium

running multiple days or
multiple tracks



Large

concurrent multiple tracks
and multiple days



Virtual Conference Overview

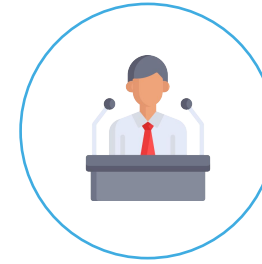
Consider this...

Content Planning



Conference Tracks

Great for segmentation of content, tracks are used to define audience or objectives and have multiple presentation types.



Keynotes

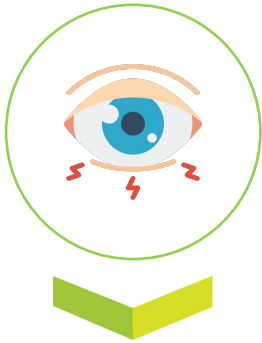
Great for conference overview or a key speaker prospective attendees want to see or meet.



Virtual Conference Overview

Consider this...

Best practices



Digital Fatigue

Keep session lengths short and as engaging as possible.



FOMO

Incentivize live attendance with Q&A opportunities and audience engagement.



Branding

Use a digital backdrop to ensure all sessions have the same background, branding and lower 3rds.





Virtual Conference Programming



Virtual Conference Programming

Session Types



Speaker presentation

- Majority of session types
- Record in advance to keep on schedule
- Live polling encourages audience engagement



Panel Discussion

- Great for different perspectives on a single topic
- Lack of visual support encourages attendees to walk and listen
- Needs a moderator to stay on time



Audience Interaction

- Live Q&A where the majority of content comes from audience questions
- Best to prepare “canned” questions to avoid lulls in the conversations



Session Planning

- Limit sessions to 1 hour
- Schedule in 10-15 minute breaks
- Pre-record sessions to ensure they stay on time





How to Manage a Virtual Conference



How to Manage a Virtual Conference



Pick a date and create your registration page - Do this well in advance of the date so you have enough time for promotions (at least 1 month for free events and 3-6 months for paid events)

Determine the Schedule - Create a rough schedule of the tracks and sessions and assign speakers to the scheduled slot

Session Speaker Recordings - Have all speakers submit their recorded presentation at least a week prior to the event so you have time to review the video for quality and length and to ensure seamless playback

Dry Run - Schedule all staff for a dry run to ensure familiarity with the program, technology and troubleshooting

Live Event - Multiple event managers are needed to ensure that a conference goes off without a hitch

On Demand Event - Don't forget to promote your on-demand conference as well





Recommended Tech Stack



Recommended Tech Stack

Virtual Event Software



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EventBuilder

Expands the capabilities of Microsoft Teams or Teams Live Event by adding registration, security, cloneable event templates, automated communications, cloud recording and hybrid event options (in-person and online)

Use Simulated-Live Mode to play a video of the presentation

Broadcast Software



S T A G E T E N

Stage 10

Used for live streams, Stage 10 gives you the ability to control your mix live feeds, incorporate social media into the event, and easily add graphics and interactive products



Recommended by EventBuilder's customers



Recommended Tech Stack

Video Recording Software



Streamyard

Video recording and editing software that doesn't require a download



Microsoft Teams

Simply record a meeting in Teams as if you're doing your presentation and providing instructions

Video Editing Software



DaVinci Resolve

Used for editing, color correction, visual effects, motion graphics, and audio post-production



Adobe Premiere Pro

For advanced editing capabilities that include transitions, special effects, highly customizable sound, and video editing

Video Hosting



EventBuilder

Upload videos to EventBuilder for easy playback during the presentation





Phone a Friend



Phone a Friend

EventBuilder's experts are ready to help you.

Professional Services:

- Event Strategy and Program Management
- Full Virtual Conference Management Services
- Speaker Training

Request a complimentary consultation

Read More

[Whitepaper - The Wow Factor: Level Up Your Virtual Event Production](#)





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Thank You!