Ultimate Virtual Event Planning Checklist
(2021 Edition)

champions (UK) plc
THE SPEAKERS AGENCY

Research Your Event

Identify Your Event's Purpose/Goal

Define Your Target Audience

Choose a Theme

Budgeting

Create an Estimated Event Budget

Budget Breakdown:

Virtual Event Equipment

Hosting Software

Public Speaker

Moderator/Host

Marketing Campaign

Organise the Day of the Event

Select Your Event's Date

Write a Script for Your Event

Produce a Plan of Your Event's Itinerary

Marketing & Advertising the Event

Formulate a Marketing Strategy

Generate Publicity Content

Post Promotional Material on All Social Channels

Release Invitations, Posters & Online Advertisements

If It Is an External Event, Distribute a Press Release

Enable Email Event Notifications

Post a Promotional Video on YouTube & Facebook

Register the Event on Online Calendars

Website Promotion

If Tickets Are Open to The Public, Create an Event Page on your Website

Post an Update of The Event on Your Website & Share with Affiliated Organisations

Ticketing & Audience Attendance (External Events)

If It Is An External Event, Decide the Cost of Tickets (Early Bird & General Release)

Release Early Bird Tickets

Send Reminders to Your Contact List for Registration

Close Early Bird Tickets & Release Standard Priced Tickets

Virtual Event Equipment

Take Inventory of the Equipment You Have

Technology Checklist:

Web Camera

Internet Connection

Microphone

Lighting

Video

Purchase Any Necessary Equipment

Choose the Format & Platform for Your Event (e.g. Zoom)

Consider Your backdrop & Lighting Options

Conduct Multiple Practice Runs with The Equipment

Send a How-To Guide Via Email, Explaining How to Access the Virtual Event

Sponsors (External Events)

Identify Potential Sponsors & Send Your Proposals

Request Logos & Information from The Sponsors

Ask Sponsors to Promote the Event on Their Channels

Book a Speaker & Event Host/Moderator

Identify Potential Speakers & Hosts, Then Contact Champions Speakers

Put Down A Deposit for The Speaker & Host

Sign Any Necessary Documents (e.g. Booking Contract)

Take Part in A Supported Conference Call with a Booking Agent & the Speaker

Confirm Event Details & Requirements with the Agency

Day of the Event

Complete A Final Technical Run

Follow Your Script

Greet Attendees & Run Through the Schedule

Advise Attendees on When to Use Their Mic

Record Attendee Data

Make Time for Audience Interactions & Questions

Enjoy the Event!

Following the Event

Conduct an Audience Survey

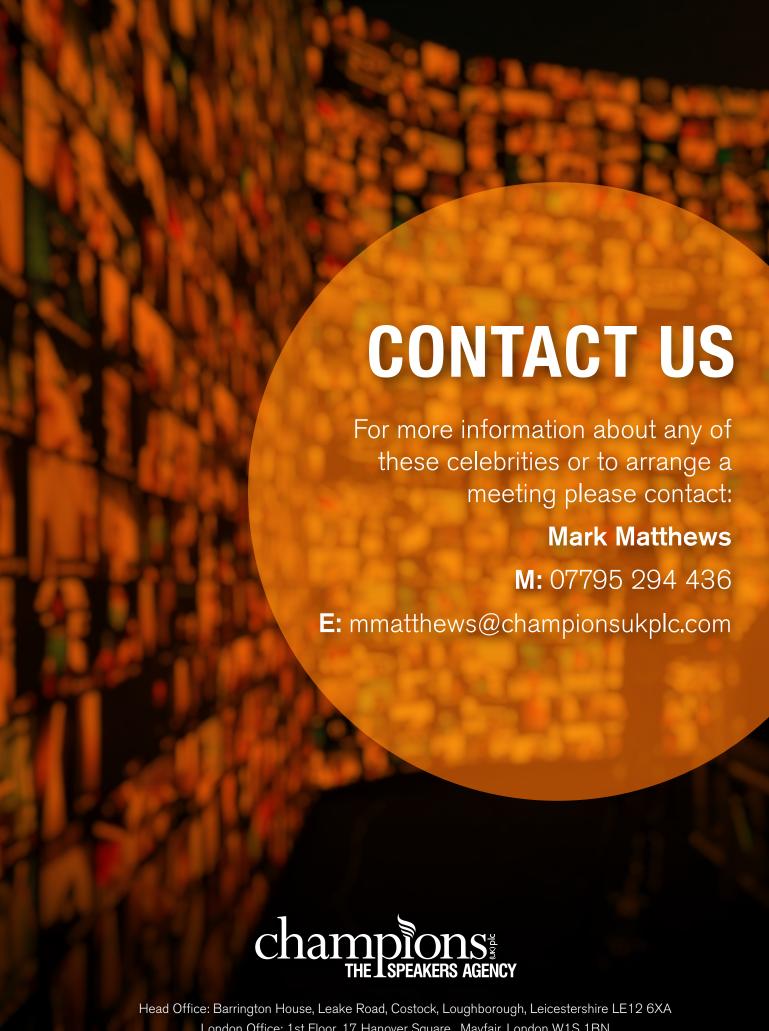If the Event Is Sponsored, Send 'Thank You' Letters

Send Testimonial of the Speaker To Champions Speakers

Update Your Social Media & Website with the Event's Success

Pay Any Outstanding Invoices

Conduct an Internal Evaluation of the Event's Success

Look Towards Your Next Event

CONTACT US

For more information about any of these celebrities or to arrange a meeting please contact:

Mark Matthews

M: 07795 294 436

E: mmatthews@championsukplc.com