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The Playbook for Virtual

→ High calibre solutions to elevate
your virtual events.



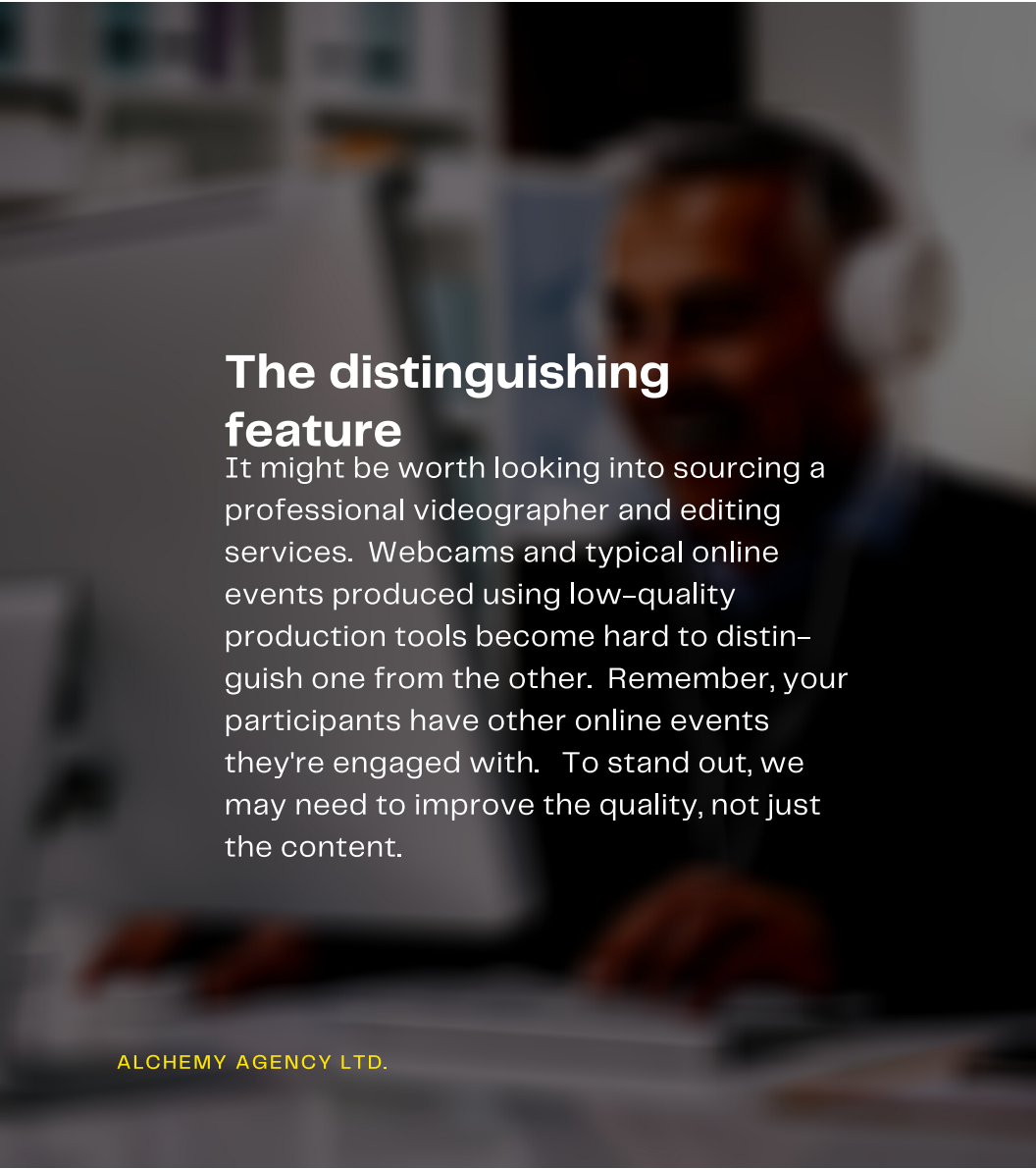


Things to discuss

Key takeaways:

- Quality and efficiency are the keys to earning a higher return on effort;
- Use templates to elevate quality and save time;
- Marketing with story.





The distinguishing feature

It might be worth looking into sourcing a professional videographer and editing services. Webcams and typical online events produced using low-quality production tools become hard to distinguish one from the other. Remember, your participants have other online events they're engaged with. To stand out, we may need to improve the quality, not just the content.

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is quality.

Consider investing in an end-to-end user experience design philosophy that restricts engagements to higher quality graphics, video and audio. Anything your members see, hear or experience when engaged with your organization is of higher quality. In essence, consider the high quality as part of your brand. It's harder and harder to keep engaged with low quality webcam feeds. But high quality video is easy and considerably more engaging.

The key is efficiency.

Across the spectrum of your virtual events →

Consider what elements are common among your virtual events – for example, are all speakers using webcams? Is the registration process the same/similar?

Now consider the best practices →

Decide the best practices for these common elements and outline a template or instructions to ensure this quality is maintained (cloned) for every event.

Package and deliver this to participants →

Ensure that participants receive the instructions well in advance and are able to provide everything required to keep the quality of your production at its highest.





Example of a template.

Here's a very quick example of an outline you can send to speakers in preparation for an online event.

Remember to keep your instructions brief and concise. If it's too long, your speakers might not take the time to read it thoroughly.

Speaker Preparation (webcam)



Webcam Placement

Elevate the position of your camera so that it's at eye level, or slightly higher (tilted downwards). Avoid angling the camera upwards.

Distance

Give yourself enough distance from the camera such that your head and upper torso fill between 40% and 50% of the frame.

Audio / Microphone

Use a dedicated microphone. AirPods or earphones with a mic are good options. Avoid relying on built-in laptop microphones.

Lighting

Ideally aim to have two light sources coming from different directions (front-sides). Be aware that direct light could cause glare.

Background

If virtual backgrounds aren't reliable, try using a clear corner with some neutral elements (bookshelf, fireplace, etc.) but clear the clutter!

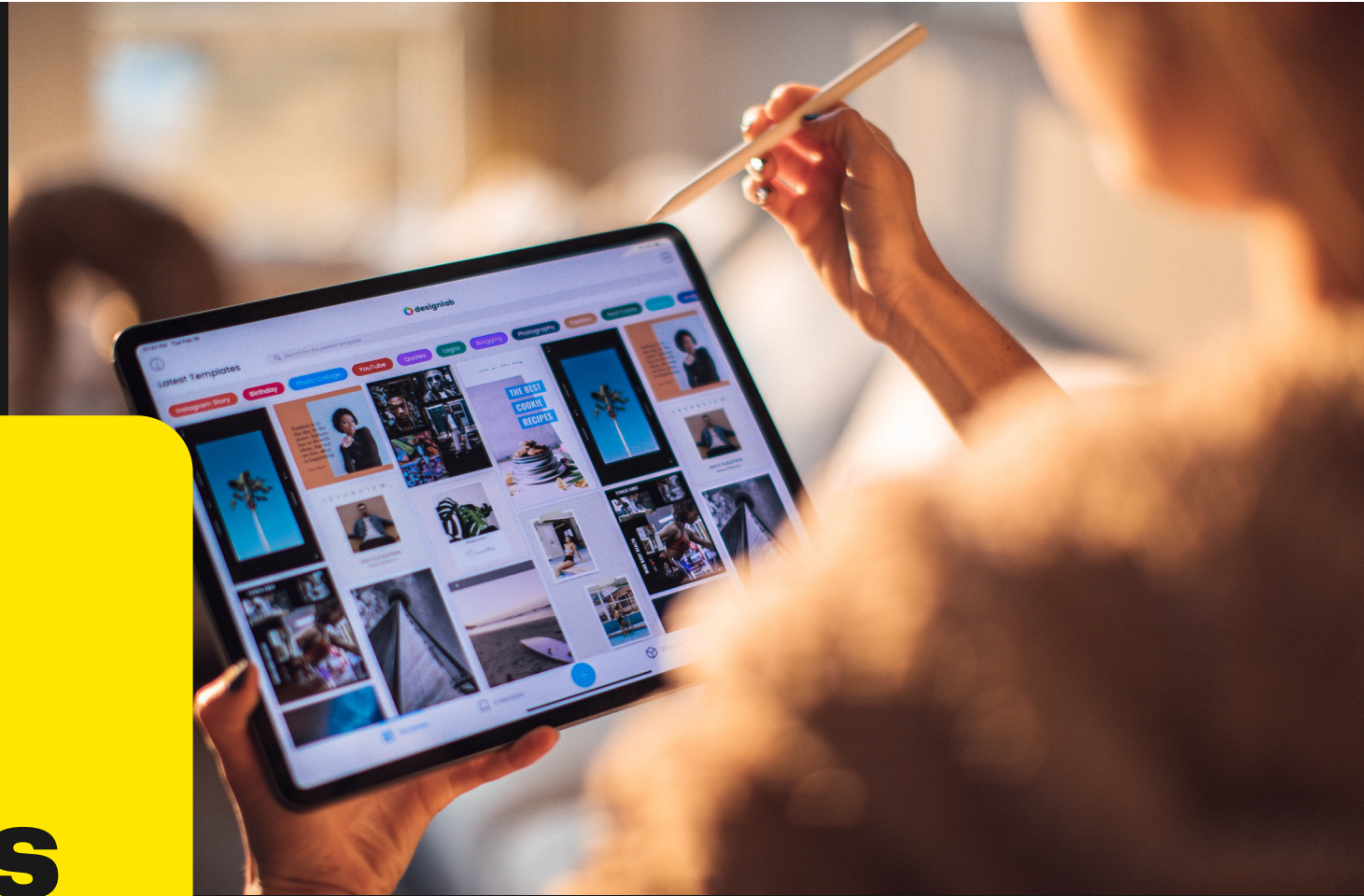
Stand or Sit?

If you're presenting, it offers more energy to stand – yes, even if people can't see your legs, they can sense your natural sway.



Good story matters

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
Entice your members with compelling story.

Marketing with story.

You're competing with more than just your competitors.

When you think about it, asking members to engage in your virtual event is like asking them to take time off work, from playing with their kids, or getting in a workout.

We have to realize we're competing with more than just **direct** competitors.

Perhaps we can take a lesson from Scheherazade and market our event with a compelling story. 

There's an art to this, especially when you consider we only have moments to make the story compelling and give reason to engage.

First, be sure to position your members as the heroes and your organization as the proverbial "guide". Think Luke Skywalker and Yoda, or Daniel-san and Mr. Miyagi.

Notice these guides (Yoda and Miyagi) besides showing great wisdom, also spoke in short sentences that compelled the hero to listen. You already know what triggers your members' interest – now leverage that (and speak with broken English).