



# Virtual Events in a Pandemic

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Transforming Your In-Person Event into a Virtual Event

Darren Port, Founder/CEO of Powered by Professionals

Associate Member of the Nonprofit Resource Hub

# Going Virtual:

1. **Technology:** Identifying the best technological solution for hosting your virtual event.
2. **Engagement & Planning:** Making your event engaging and fun for your event attendees.
3. **Fundraising:** How to get your ask just right and be sensitive of the current climate, and integrating your fundraising asks before, during, and after the event.
4. **Cost:** Planning a virtual event on a budget.

# Technology: Video & Streaming

- There are numerous platform options for your virtual event. A few which you will see on this slide. The platforms range with their capabilities, cost and event structure.
- Guest experience is enhanced by providing additional event components all in one spot.

## Elements to Consider:

- Customizable look and feel
- Social networking aspects; digital tables; chatrooms
- Including a “backstage”, where the host/speakers can interact and prepare before going live
- Ability to incorporate sponsorship branding
- Registration process; platform integration
- Streaming and video/recording capabilities
- Technical support availability



**Airmmeet**

**ACCELEVENTS**

**BIZZABO**

**cadence**

**GiveSmart**

**onecause**

**Remo**

**vimeo**

**zoom**

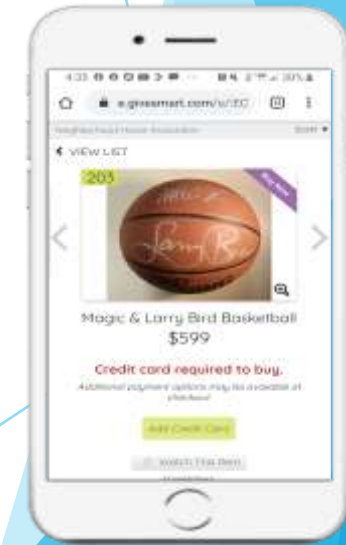
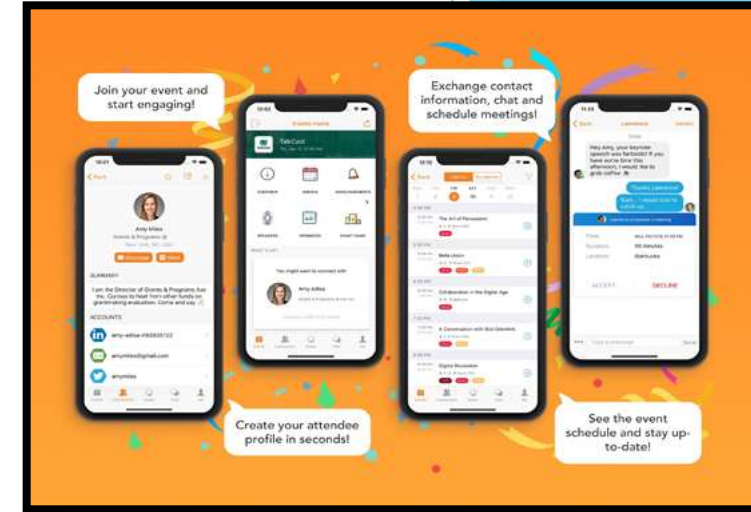
## Solutions for your Virtual Event: Event Platforms & Video Conferencing Technology

Virtual Event Tech - Event Platforms					
Name	Brower vs. App	Customize / Branding	Schedule of Evening Events	Ticketing / Registration	Email Communication
<b>Accelevents</b>	Browser	✓	✓	✓	✓
<b>Bizzabo</b>	Both	✓	✓	✓	✓
<b>Boomset</b>	Browser	Limited	✓	✓	Limited
<b>OneCause</b>	Both	✓	✓	✓	✓

Virtual Event Tech - Video Conferencing & Streaming					
Name	Brower vs. App	Customize / Branding	Breakouts	Backstage	Group Chat / Max #
<b>AirMeet</b>	Browser	In Development	One at a time	✓	Yes / 4
<b>Facebook Live</b>	Browser	✗	✗	✗	✗
<b>Remo</b>	Browser	In Development	One at a time	✓	Yes / 6
<b>Vimeo</b>	Browser & Embed	Can embed their player on your site	✗	✗	Type Chat
<b>YouTube</b>	Browser & Embed	✗	✗	✗	✗
<b>Zoom</b>	Download / Browser	✗	✓	✓	✓

# Technology: Applications

- Event Platforms with Corresponding Apps:
  - Allows people to join the event from a computer and phone concurrently.
  - Provides an easy way to follow along with the evening schedule and to receive event notifications to your phone.
    - Example: Cadence
- Auction Platforms:
  - Many auction platforms offer text2give capabilities for a live appeals as well.
  - These platforms are very mobile friendly allowing for guests to participate in auctions, raffles, and donating through their cell phone in addition to on a computer.
  - Texts messages can be sent out during the event to guests with event and auction updates.
    - Examples: Onecause, Givesmart, ClickBid



# Logistics & Attendee Experience: Leading up to the event

- Eblasts: Pre-event emails with event details and clear instructions for navigating the event site.
  - Making sure tech support is available for guests from the first email that goes out.
- Event Opportunities: Clearly highlighting the sponsorship opportunities and networking opportunities associated with the event. Including various ticket packages and an event digital journal where people can purchase journal messages.
  - Each event will have a different focus and audience to address.
- Growing the momentum: Outlining the Run of Show for the evening so guests can view exciting event elements and plan accordingly. Incorporating Social Media before the event to gain traction.



# Logistics & Attendee Experience:

## Organizing Dinner Parties | Sponsor Perks & Partnerships

- **Guests can be encouraged to come together (safely) in small groups throughout the region.**
  - If house parties aren't feasible, the event is designed to be equally engaging for physically isolated individuals/families and for those who are looking to attend the event solo.
  - VIP / Sponsors can choose from a few catered spread options and wine or specialty cocktail package.
- **Partnerships:**
  - Partner with food & beverage companies and/or local restaurants for a selected group of ticket purchasers to enhance their virtual gala experience.
  - In lieu of an in-person event meal, form a partnership with a food & beverage delivery company to provide discount codes for the guests to use the evening of the event.
- **Additional suggested activities for guests:**
  - Providing guests beforehand with cocktail and dinner recipes/video tutorials.
  - Provide sponsors with event décor for their homes.
  - Provide guests with photo props. (consider a photo competition for example)

delivery.com



# Logistics & Attendee Experience:

## Social Media

- Utilizing social media is a great way to garner interest and engage people leading up to the evening:
  - Create a hashtag and have people post pictures of their event night using that hashtag
  - Post event suggestions and create dialogues leading up:
    - Suggested menu/food recipes; cocktail recipes
    - Have a sommelier suggest best wine to pair with the recipes we post
    - Have a discussion on what how people plan to spend their ending
- Set up a friendly competition through social media
  - The winner would be announced at the event
  - Tag others to get involved while spreading the word at the same time!





# *A Sample Run of Show for the Evening:*

- **6:30 PM:** VIP Reception (if applicable)
- **7:00 PM:** Welcome / Event Introduction
- **7:05 PM:** Social Time - Engagement Activities or Digital Tables
- **7:30 PM:** Evening Program
  - Welcome Remarks, Acknowledgements (Sponsors, Partners & Participants)
  - Awards & Video messages, Live Appeals, Closing remarks.
- **8:15 PM:** Social Time - Auction - Photobooth- “After Party”
- **8:45 PM:** Event Concludes



# Let's get Social: Engagement Activations

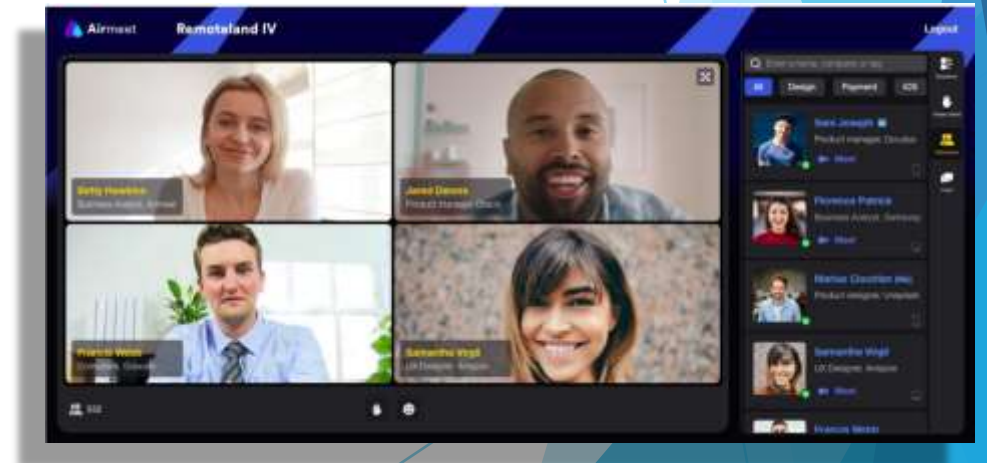
- **Breakout sessions with activities:**
  - Great add-on to include during a VIP reception or you can incorporate an activity into the main event.
  - Engaging for participants, supports bringing everyone together virtually.
    - **Comedian / Improv**
    - **Paint & Sip**
    - **Mixologist / Cooking Tutorial**
    - **Magician Room / Scavenger Hunt**
    - **Jeopardy / Family Feud / Trivia**
- Different approaches to incorporating activations:
  - **Paid / Free**
  - **VIP / Sponsors can have exclusive options**



*\*Note: A lot of instructors / performers with these skill sets may have been impacted by COVID-19, so contracting them is an added benefit.*

# Let's get Social: Social Sessions & Networking

- **Connecting:**
  - Give people the opportunity to connect with others. You could create pre-organized groups with themes for people who are not associated with specific groups or sponsorships:
    - Educational
    - Current Events
    - Leisure
    - Organization's Progress
  - Make it optional. People at dinner parties have the option to join in the virtual conversations, or they can step away from the computer to enjoy their dinner or mingle amongst present company.



# Evening Program:

## Awards

- Depending on the state of the world, either Remote or “Command Center”
  - **Remote:** Awardees pre-record their acceptance remarks. Awards are shipped to them in advance, and they send the recording to you to play on the night of the event.
  - **Command Center:** Awardees and key speakers all in one location during the event to for filming purposes.
- **Award Ceremony:**
  - We highly encourage pre-recording honorees acceptance remarks.
  - After awards have been given out, show short videos of the awardees friends and loved ones congratulating them.



# Bringing Everyone Together: Video or Collage

- **Video Options:**

- Pre-recorded and edited, Live streamed; Live-feel.
- Group videos- created and compiled in advance.
- Video “shoutouts” and “guest check-ins” of event participants to play in between program segments.



- **Collage or Mosaic:**

- Photos taken before / during the event, assembled into a collage with an image overlay.
  - The finished product can be a great marketing piece for thank you post cards, emails, honoree gifts.



# Logistics & Attendee Experience: Vendors | Entertainment | Wrap-Up

## Additional Entertainment:

- Virtual “photo booth”
- Virtual Karaoke
- Event afterparty with a virtual DJ
- Conclude with an entertainer and/or photo montage from past events.

## Closing the Event:

- Can have an event-long competition with the winners being announced at the end (who made the best “signature” meal, best costume, home decorating, etc.)
- Thank everyone again, let them know where they can find all resources shown throughout the evening, and sign off.
- Option to distribute a post-event survey for guests in order to obtain virtual event feedback on their experience.
- Have an automatic thank you email that goes out once the event ends.



# *Fundraising Leading Up to Event*

## Ways to expand your outreach efforts leading up to the event:

- Personal email outreach
- Setting up fundraising pages
- Contests / Challenges
- Inquiring about matching gifts
- Saving on costs with underwriting opportunities and working with in-kind partners.
  - Every dollar saved on the budget goes back into the event!

# Fundraising During the Event: Text-2-Give & Live Appeal

- Text-to-Give:
  - Incorporate a text-to-give campaign in your event through notifications, PowerPoint slides, a live ask and graphic overlays during the program.
    - *“Don’t forget to text “GALA” to 5588 throughout the evening to make a donation!”*
  - Be sure to let donors know the impact of their gifts.
    - *“A \$1000 Gift will help us provide...”*
- Appeal - Live or throughout the evening:
  - If live, we can ask guests for to raise hand or comment in chat.
  - Have a designated Auctioneer for the event for a polished up ask.
  - Can have a competition for a lower denomination where last one to pledge donation in chat wins a big prize.
  - Appeal can also be done with reminders throughout the event to text in donations.
  - Include a thermometer so people can see the money raised going up and inspire others to donate.



# Fundraising During the Event: Auction & Raffle

- Auction and/or Raffle: Adds a fun interactive element to your event while also helping to raise more \$\$\$!
  - Auctions can go beyond the event timeframe and audience, opening it up to more participation and growing the revenue. Starting the auction a few days before the event will build excitement and closing the auction a day after the event will allow people more time to bid.
  - Consider adding an opt-in raffle. Registrants can opt-in to the raffle when signing-up for the event (just purchasing a ticket enters them to win an enticing prize).
    - The lucky winner could get something mailed to them for the night of the event.
    - Or to grow participation, each guest that shares a specific post on social media and tags 3 others is automatically entered into an event raffle.

# Virtual Sponsorships: Opportunities & Benefits

SPONSORSHIP OPPORTUNITIES					
Levels and Services	Presenting \$100,000	Research \$50,000	Hope \$25,000	Discovery \$15,000	Innovator \$10,000
Opportunity to have pre-recorded video message shown during the evening program	✓				
Virtual co-branded event step and repeat with company logo	✓				
Presentation of an award during evening program	✓	✓			
Opportunity to provide branded gifts	✓	✓			
Evening décor giftbox sent to home	✓	✓	✓		
Tickets & Catered Food Delivery (# of servings)	20	20	12	10	6

BRANDING & MARKETING OPPORTUNITIES					
Name/logo on event website	✓	✓	✓	✓	✓
Electronic invitation	✓	✓	✓	✓	✓
Sponsorship listed on all pre-event emails	✓	✓	✓	✓	✓
Name/logo displayed during evening program	✓	✓	✓	✓	✓
Branding an engagement session with your logo/listing	✓	✓	✓		
Inside front/back cover ad in digital journal**	✓	✓			
Full-page ad in digital journal**			✓	✓	✓
Inclusion in press release and social media mentions	✓	✓	✓	✓	

# Strategic Planning: Thoughts for Consideration

- **How do we ensure that this feels like your Event?**
  - Branding beyond standard event signage:
    - On PDF forms that we send out (ex: recipe pamphlet, know before you go)
    - Enhancing the digital journal
    - Visuals behind the speakers: use an organization branded virtual background
    - Updates from Leadership - Highlight your mission and work
- **Bottlenecks and Challenges**
  - Setting up and coordinating all the logistical components
  - Using *too* much technology / technical support
    - *Making sure you have a plan and team in place to assist guests with technical support.*
  - Keeping guests engaged and the run of show flowing
  - Addressing people who've already bought tickets for a live event
  - Shipping Items to Guests
  - Obtaining pre-recorded video and needed material from featured participants for your program

# Strategic Planning: Budget & Costs

- **Costs Saved:**
  - Venue: \$30,000-\$150,000+
  - Audio Visual: \$6,000-\$40,000+
  - Décor / Displays / Signage: \$1,000-\$10,000+
  - Vendors (Band, Photographer): \$500-\$10,000+
  
- **Costs Added:**
  - Technology Platform: \$500-\$15,000
  - Separate Auction Platform: \$500-\$2,600
  - Engagement Activities: \$1,000-\$10,000 for talent or vendors
  - Additional Video / Production Services: \$800-\$10,000
  - Optional Food and Beverage: \$500-\$5000+



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Darren Port - [Darren@poweredbyprofessionals.com](mailto:Darren@poweredbyprofessionals.com) or 917-825-5291

[virtualnonprofitevents.com](http://virtualnonprofitevents.com) or [poweredbyprofessionals.com](http://poweredbyprofessionals.com)