VIRTUAL EVENTS

While face-to-face events and conferences are on hold, many businesses are considering how they can deliver a long-lasting brand experience via the confines of a screen.

We've compiled our guide to building brand engagement and getting the basics right.

## AURA CREATIVE'S **TOP 10 TIPS** FOR SUCCESS:

1 **Create a strong brand identity that sets the theme and captures the essence of your event.** This is critical in shaping how your audience and sponsors will think about and remember your event.

2 **Put together a virtual event toolkit that includes everything you will need to deliver your event. This could include:**
- ✓ Dedicated event web page or microsite
- ✓ Email, web & social media assets
- ✓ Top & tail screen graphics
- ✓ Branded backgrounds
- ✓ Branded PowerPoint template.
- ✓ Delegate invites, brochure & itinerary
- ✓ Virtual event memo / checklist
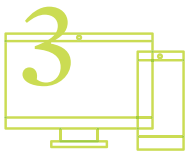
3 **Choose a reliable video conferencing platform.** Examples include Zoom or Microsoft Teams through to a fully customisable online event platform with virtual exhibitor booths and networking capabilities.

4 **Create a series of branded virtual or physical backgrounds**. This will create visual interest as well as help build brand engagement. Backgrounds can also be used to carry key event sponsorship and partner logos.

5 **Open with a bang!** Create an inspiring brand animation or video that excites your audience and sets the tone for the day.

6 **Choose your best presenters and keep talks shorter and varied.** Video fatigue is real so it makes sense to devise a mixed programme of talks and activities, interspersed with video and audio content to boost engagement.

7 **Include interactive elements to encourage audience participation.** This could include a live Q&A, competition or poll, or even a practical activity.

8 **Distribute the itinerary ahead of the event.** Virtual events will be new to many of your delegates, so it's a good idea to let them know what's in store so they can plan ahead and feel at ease on the day.

9 **Send out physical event packs.** This could include sponsor information as well as items that can be used in interactive way.

10 **Be prepared:** Create a memo or checklist ahead of the event to avoid any technical issues; check internet connection is strong; cameras are set up at the perfect height and angle; prepare back up/pre-recorded content to fill in any gaps and rehearse beforehand!

Above all, create experiences and don't be afraid to think outside of 'the norm'. Virtual events offer a great opportunity to reach wider audiences and try new ways of engaging with them.

If you'd like help with planning or creating a toolkit for your next virtual event, we'd love to hear from you.

LET'S CHAT

Bruce Ferguson, Business Director

07824 594 691

brucef@aura-creative.co.uk