

Welcome

Welcome
please
Come In

- No mic or camera needed for today's webinar (participants will be muted)
- Q&A will follow the session using the Q&A
- We will begin at 11:00 am CT





We Are Moving to a Virtual Event... What Now?

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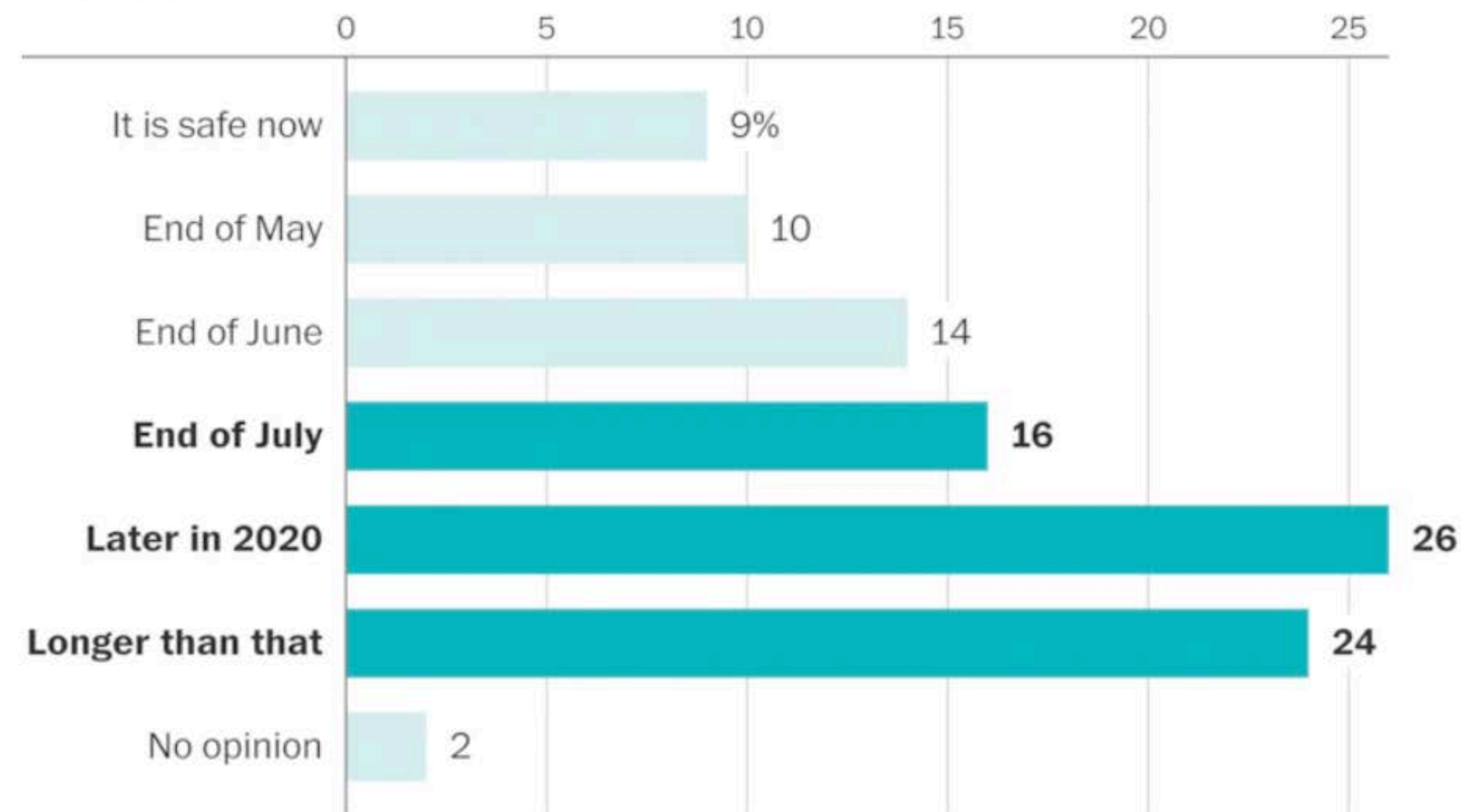
CEO and President
Wired Production Group



The Future of Events?

Most Americans doubt gatherings will be safe for months

Q: When do you expect the coronavirus outbreak to be controlled enough that people can safely attend gatherings of 10 or more people? Gatherings are safe now, they will be safe by the end of May, by the end of June, by the end of July, later in 2020 or will it take longer than that?

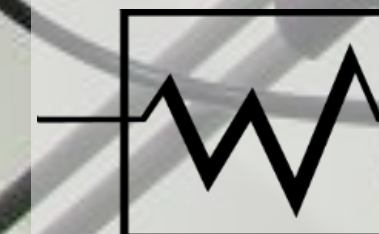


Source: May 5-10, 2020, Washington Post-University of Maryland poll of 1,007 U.S. adults with a margin of sampling error of +/- 3.5 percentage points.

EMILY GUSKIN/THE WASHINGTON POST

Events Must Be:

- Strategic
- Engaging
- Expertly Executed



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Session Outline

- Determine Event Objectives (*why*)
- Identify Target Audience (*who*)
- Explore Event Experience Options (*how*)
- Create Event Content (*what*)
- Launch Virtual Event (*connect*)
- Follow Up with Attendees (*engage*)



Determine Event Objectives and Target Audience *(Why and Who)*

- Provide information/updates
- Recognize/steward donors
- Launch a campaign
- Celebrate a successful campaign
- Raise funds



Explore Event Experience Options (How)

- Webinar presentation
- Pre-produced event
- Hybrid event

Questions to Consider

- Do we need live interaction?
- What type of media are we sharing?
- Should there be opportunity for small-group breakout discussions?



Create Content (*What*)

- Craft a compelling storyline to meet your event objectives
- Find the right people to share your message
- Keep individual components (speakers, videos, etc.) to a set timeframe
- Ensure it is clear what you want the audience to know, feel, or do as a result of this experience
- Pre-produce event elements as much as possible
- Produce follow-up materials



Launch Virtual Event (*Connect*)

- Rehearse with any live presenters
- Test your platform
- Sign on 30 minutes early
- Have your technical support readily available



Follow Up With Attendees (*Engage*)

- Send thank you notes to attendees
- Request feedback about the event
- Post and share a highlight reel from the experience
- Gather attendee data from the platform to share with relationship managers and major gift officers



Questions and “Best Guesses”



Thank You!

Please contact us with any questions.

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