

# What to do now that your F2F events plan is irrelevant...

*Your business relationships with customers, peers, employees, and competitors are likely changing forever. This is your chance to make those relationships richer and more authentic — and a great place to start is your virtual events strategy.*



## Let your attendees know what's happening with your live events:

1

Be decisive in cancelling your live events and move on. It's easy to want to hold out hope for your original plans, but that's not the right move.

2

Be proactive in notifying your target audience. If you're cancelling an event you're hosting, let your expected attendees know as soon as possible.

3

Have an engaging offer in all communications. If you're pivoting to a live to a virtual event, use the cancellation touchpoint to get the prospect interested. Don't just promise to follow up later.

4

Ensure communications include all stakeholders, including the executive team, your colleagues in sales, channel partners, existing customers, etc.

5

Only reach out if the update is relevant. Provide the right update to the right people at the right time.

## Executing a "virtual event pivot"



Have a strong hook for webinar attendance. Competition is already fierce, and it just got a lot more intense. You need something creative to stand out.

- a Bring in guests. Reach out to SMEs or others who would've presented at the live event.
- b Give to get. What can you do to help your audience? You know their pain points, so what can you do to help them?



Make it personal. Set the expectation you'll be sharing video and want attendees to do the same.



Make it interactive. Unmute those mics and ask people questions. Get a conversation started!



Work with your sales and customer success teams. Especially for strategic accounts. Personal outreach right now is going to be a major differentiator.



Give everyone something to look forward to. Demos, feature releases, virtual happy hour — you can play a small part in building a sense of community.



## Build on small wins

- Keep moving forward. Remind yourself that no one has the right answers, but you know enough to proceed with a plan.
- Set realistic interim goals — perhaps you won't reach as many people as you would have at your marquee tradeshow, but what can you accomplish?
- Use the cancellations as a chance to reinvest your events budget towards putting yourself in a better long-term strategic position.
- Remember to put your team first. Keeping a steady cadence is not just more sustainable, it will inspire confidence and reduce employee stress.
- Sharing your successes, failures, and challenges is important for your sanity and is truly a contribution to those around you. Do it often!

*SBI is fortunate to have a deep network of veteran marketing leaders working with us and with each other to navigate a path forward. Join the community on [LinkedIn](#).*