Going Virtual
How to顺利地迁移实体事件到线上环境

ONLINE AUDIENCES CAN BE FICKLE.

Virtual events are becoming more and more popular, but they can also be more challenging. If you’re adding virtual environments to your event package, you need to consider how to optimize your assets for an online audience’s attention span. This infographic briefly explores the nuances of smoothly migrating historically in-person events to virtual environments.

THE SITUATION

In this time of uncertainty, we’d like to inform you that the offices of SlideGenius are continuing to provide 24/7 presentation and graphic design services. If you have any questions, please contact us at (888) 493-0293.

NOTICE:

The virtual event you’re planning will be a virtual representation of your in-person event. Make a dedicated effort to optimize your layout and content to maximize participant engagement and user experience.

The success of your virtual event is dependent on your

- The content
- The platform you choose
- The engagement strategies you implement

To optimize engagement, try to

- Mix up your content types
- Use activities to keep them engaged
- Make sure your platform is mobile-friendly

TO CONSIDER:

Depending on the type of event you’re hosting, the platform you choose could make or break the event.

TO THE TECHNOLOGY

Infographic briefly explores the nuances of smoothly migrating historically in-person events to virtual environments.

**FUNCTIONALITIES TO CONSIDER**

- Presentation sharing
- Q&A
- Polls/Q&A
- Session tracking
- Access to videos
- Screen sharing
- Virtual conference chat
- Webinar access
- Whiteboards
- Live chat
- Remote co-hosting
- Customizable events
- Electronic hand raising
- Mobile access
- Video conferencing
- Screen sharing
- Private chat
- Real-time chat
- Presentation streaming
- Virtual meeting/Conference

THEY REQUIRE HIGHER engaged

In this era of uncertainty, virtual platforms aren’t created equal, and choosing the right one can make or break the experience.

They allow you to

- Reach a larger audience
- Access experts from anywhere in the world
- Continue to drive engagement
- Bring in additional speakers as needed
- Play with content formats
- Extend the shelf life of your content

They’re better than cancelling

Event cancellations can mean impacted revenue loss, disappointed staff, and upset attendees. Virtual events help you mitigate these impacts to your business while providing a safe, enjoyable experience for your guests.

Can virtual conferences replace in-person conferences?

In most cases, yes!

- They still feature keynotes and other sessions
- They improve participant engagement
- They’re more accessible for many
- They allow you to charge for attendance

Virtual conferences also offer a number of advantages over traditional in-person events:

- They improve accessibility for people who don’t have the time or money to attend in-person events.
- They improve accessibility for geographic locations that are far from your event location.
- They allow you to connect with people from all over the world.
- They allow you to save money on travel and lodging costs.

Virtual meeting/Conference

Do’s & Don’ts

- Do the research
- Be open to the idea
- Be aware of your platform’s capabilities
- Be on time
- Be prepared
- Be concise
- Be clear
- Be engaging
- Be interactive
- Be ready to adapt
- Be open to change

Virtual meeting/Conference