

My Key Insights

- Virtual Events/Experiences: Easy, concise
 - Agenda, add-to-calendar, easy access to content
 - On-Demand, 24 x 7, priority segments edited & posted
 - Sessions in 18 – 30-minute intervals
 - Design in chapters of learning, engagement, joy
 - Joyful moments are rare and welcome
- Hybrid is upon us!
 - Content must equally accessible: URL & IRL
 - Maximize production for URL and IRL
- Events landscape is evolving and is hybrid!



THE BLUEPRINT

The essential foundation of any event

OBJECTIVE	Define the top business objectives for the event. <ul style="list-style-type: none">• What do you want to accomplish with the event?• How does it align to your company's business?
STRATEGY, KEY MESSAGES	Define a compelling event strategy to deliver on the objectives. <ul style="list-style-type: none">• Deliver digital content and brand storytelling across marketing channels or• Develop a compelling in-person experience that mirrors digital w/key messages
AUDIENCES	Define the key target audiences you want to engage at the event. <ul style="list-style-type: none">• Customers and business partners• Press, analysts, influencers?
KPIs / MEASUREMENT	Bake measurement into the event. <p>Sample KPI's:</p> <ul style="list-style-type: none">• Overall event experience and value score• Event education & session scores• Outcome scores Amplification of content Dwell time # of replays
CONTENT FOR A SCREENED & IN-PERSON EXPERIENCE	Produce a compelling, concise, convenient content experience <ul style="list-style-type: none">• Design the experience: timing, agenda, content strategy, key message, brand experiences, speakers training, demos.