

# BIA Toolkit: Virtual Events Content & Media Creation

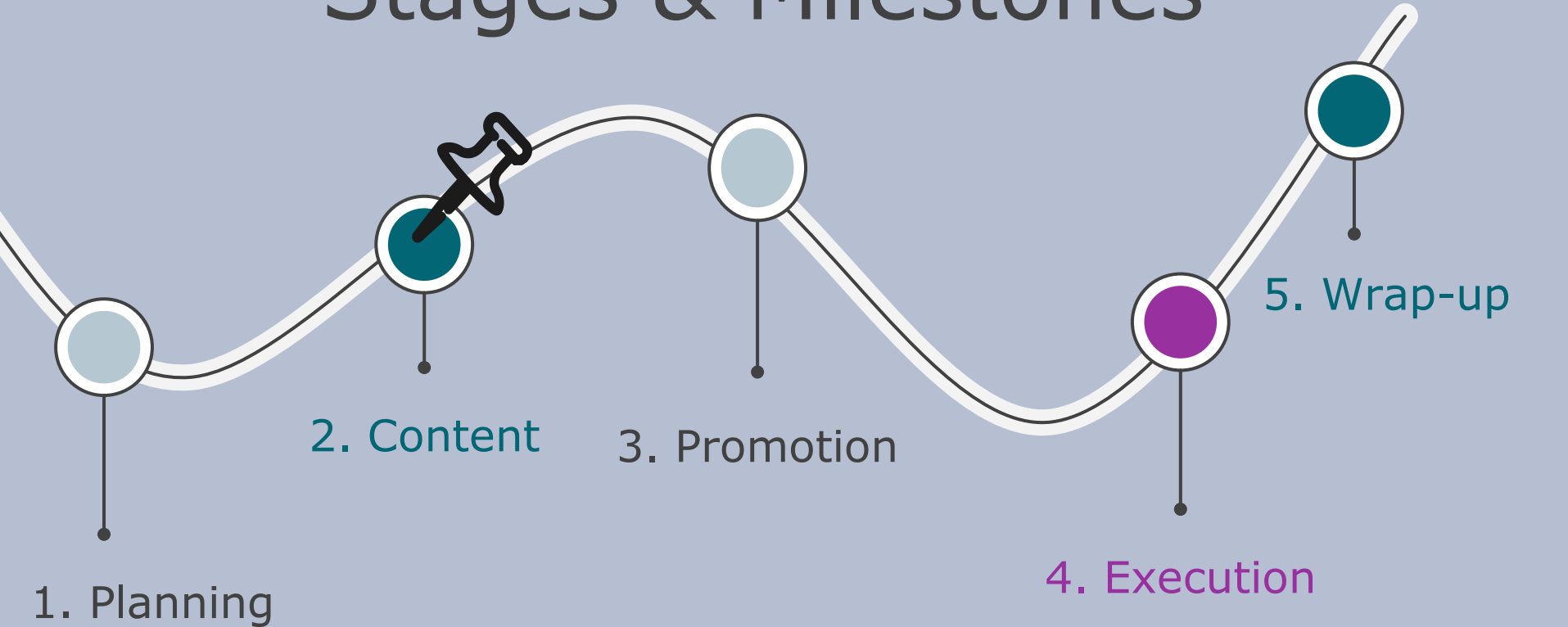
A step-by-step guide

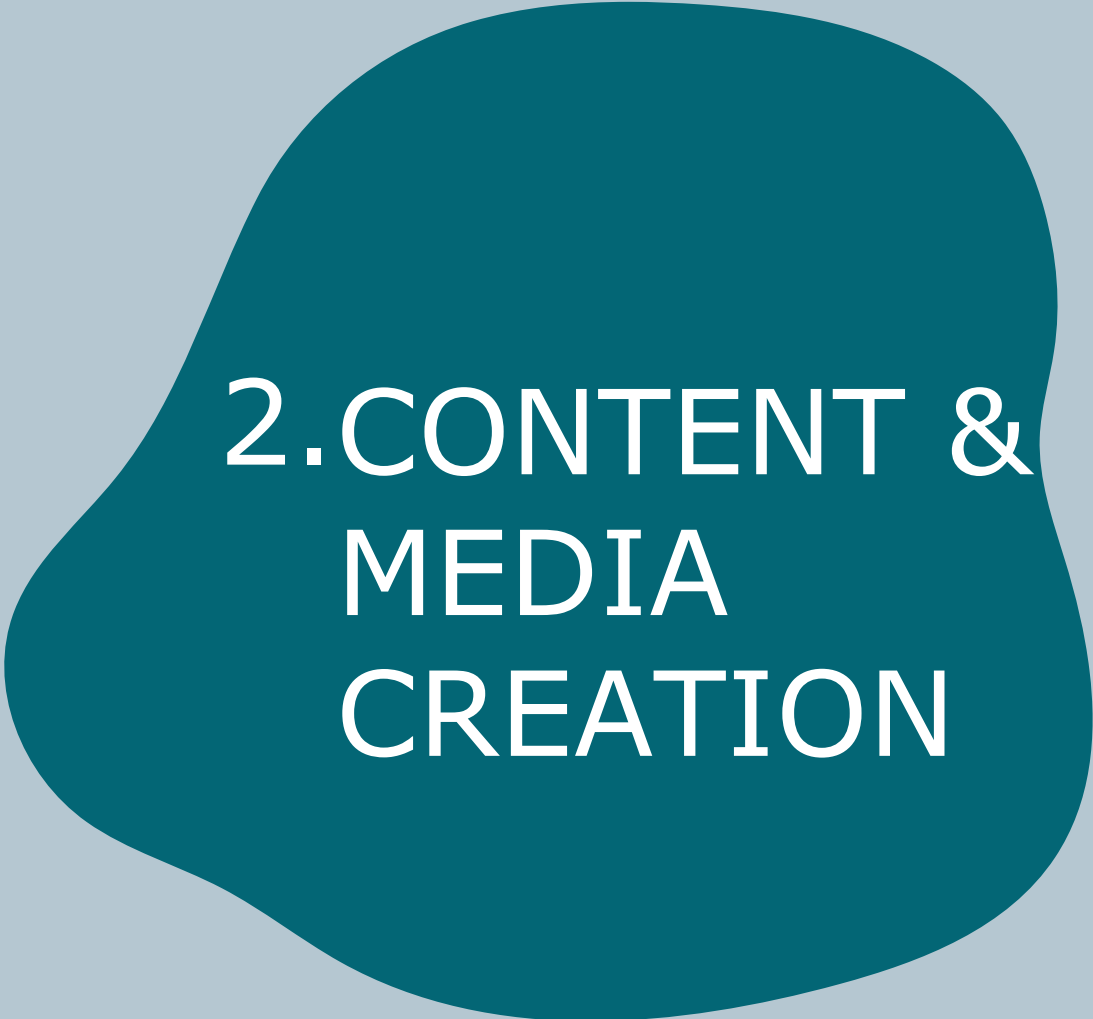
*This project by the Riverside BIA was made possible  
thanks to the BIA Innovation Fund of the City of Toronto.*

**Riverside**  
BIA



# Virtual Events: Stages & Milestones



A large, dark teal, irregular blob-like shape is centered on a light blue background. Inside this shape, the text '2.CONTENT & MEDIA CREATION' is written in white, bold, uppercase letters, arranged in three lines.

## 2.CONTENT & MEDIA CREATION

# Create your key visual

The event needs a key visual that will be adapted and used across all channels. Work with your graphic designer to convey your team's virtual event concept clearly with a lead image, bold title and tag line. Below is the example of the key visual we created for 'Riverside Eats Virtually!'.

As with any event your creative graphic package should include key elements such as banners for social media and registration page and social media posts. However, with virtual event ensure that you get a banner in standard video size of 1920 by 1080 pixels.



# Event Rundown

Creating a detailed event rundown is essential to getting all content together in order to execute your event successfully. This is critical for your event execution support team, especially your technician who will be airing content based on your specific directions.

In the end, your event rundown should include all the different segments of the event, the minute by minute timing for each segment, what content will be on the screen (whether pre-recorded or live on location content), and what will be written in the live chat. For more details, see the example Event Rundown from Riverside Eats Virtually [here](#).

# Event Content Planning

**Based on your initial event rundown, with your team, decide on the event content you need to gather together:**

- Intro and outro video segments
- Use or re-purposing of existing, in-house video content
- Video segments recorded by external parties
- Content & videos from talent/entertainers (trivia, magician, etc..)?

**Consider:** how do you need to work with your host/ talent/entertainers to prepare their content?



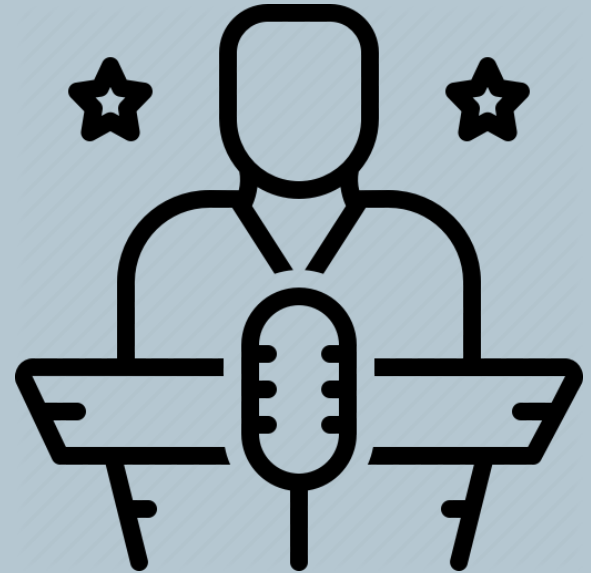
# A Note about Scripting

Whether it is a live streaming or pre-recorded content, the hosts and moderators of your event may need scripts to ensure the virtual event comes across polished, professional and cohesive.

It is recommended to develop necessary scripts following drafting the Event Rundown so you do not miss any needed content for segments.

The host usually introduces the event, welcomes the audience, and introduces the different sections via brief transition scripts throughout the event. The Chat moderator's script can include greetings, useful tips, and fun items such as trivia or auctions. Other event entertainers may need scripts for their segments.

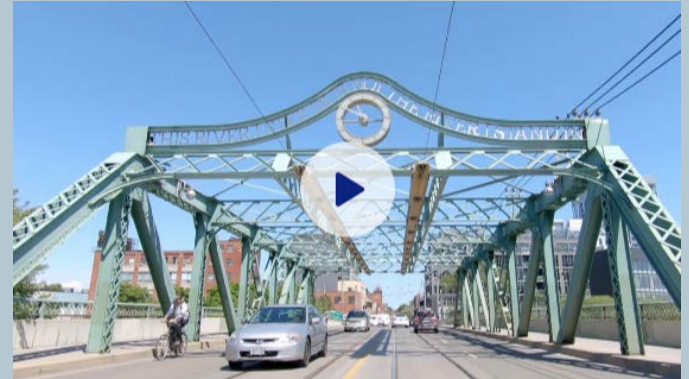
See our [sample script](#) from Riverside Eats Virtually! █



# Create Intro & Outro videos

The intro video segment for your virtual event can be a representation of your neighbourhood (e.g. neighbourhood flyover video to showcase the BIA and its members).

The same video can be used for the outro but be modified to show credits of sponsors and people who contributed to the event (e.g. you can run the same video but in reverse with credits).





# Prepare other pre-recorded video segments

Depending on the type virtual event, you will need to create or procure video segments such as interviews with members, suppliers, community partners, entertainers, etc.

It is very important to start coordinating with the parties early on to get the content ahead for editing and final production.

Check out example pre-recorded video segments from Riverside Eats Virtually [here](#)



Pre-recorded video segment  
(Tabule Middle Eastern Cuisine)

# Registration/Ticketing

To create an registration/ ticketing page (e.g. Eventbrite), you need to prepare content that will promote and provide the details of the event. This includes your key visual, date and time information, any information to promote your event (teasers), and ticketing options and prices (if any).

Remember to publish your registration page at 3 weeks ahead of the event day to enable ample time for promotion.

## Date And Time

Wed, August 26, 2020  
7:00 PM - 8:00 PM EDT  
[Add to Calendar](#)

## Location

Online Event

Already have a ticket?

[Access the event](#)

## Refund Policy

Contact the organizer to request a refund.  
Eventbrite's fee is nonrefundable.

**A Virtual Event - Local Chefs - Good Cause - Feast Your Eyes**

## About this Event

On Wednesday, August 26, from 7-8pm, get ready to feast your eyes on Toronto's Riverside neighbourhood with our first virtual event! Join for an evening virtually full of local food, fun, and fundraising! Get to know local chefs and their favourite summer recipes, enjoy some comedy and banter with our incredible hosts, bid on Silent Auction items and get a chance to win in our prize draws of locally-sourced items.

All proceeds will go to support the local Food Program at Mustard Seed Fontbonne Ministries in Toronto's Riverside neighbourhood! Find out more, get your tickets and make a donation

Get Your Tickets to Join us for this action-packed hour - all for a good cause!

*Can't make the event? Click on 'Tickets' to Donate to this good cause and get a link to the recorded event emailed you to enjoy at your leisure!*

More about this event:

# Communication with Event Attendees/ Registrants

Prepare a series of email communications to your future registrants/ attendees to be sent out ahead of virtual event, including at least:

- 1- Confirmation email (to confirm the registration and purchase – if applicable)
- 2- Reminder Email (3 or 4 days before the event)
- 3- Another reminder email (on the day of the event, this email can contain the event joining link)
- 4- 'Starting now' email (sharing the link and advising people that the event is starting in 10 min for example)

Of note: Eventbrite has a built in system to manage such communications with attendees

# Setting Up Your Virtual Event Platform

Whether using Zoom basic or webinar for your event, you will need to create two Zoom meetings: one for your test run with your team and one for your public event. You will need to communicate the Zoom joining information (link) with your event execution team, especially your technician.

We recommend you do not do registration through Zoom but rather handle registrations through Eventbrite. This way you can simply provide the Zoom joining link to all Eventbrite registrants through your pre-scheduled emails and avoid further need for verifications through Zoom. Your attendees can simply click the link you provide and join!

Note: Be sure to consult with your technician on your Zoom meeting/webinar settings to ensure all is correct and ready to go

# Next...



[Marketing and Promotion](#)  
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