Hosting Virtual Events-
Event Execution
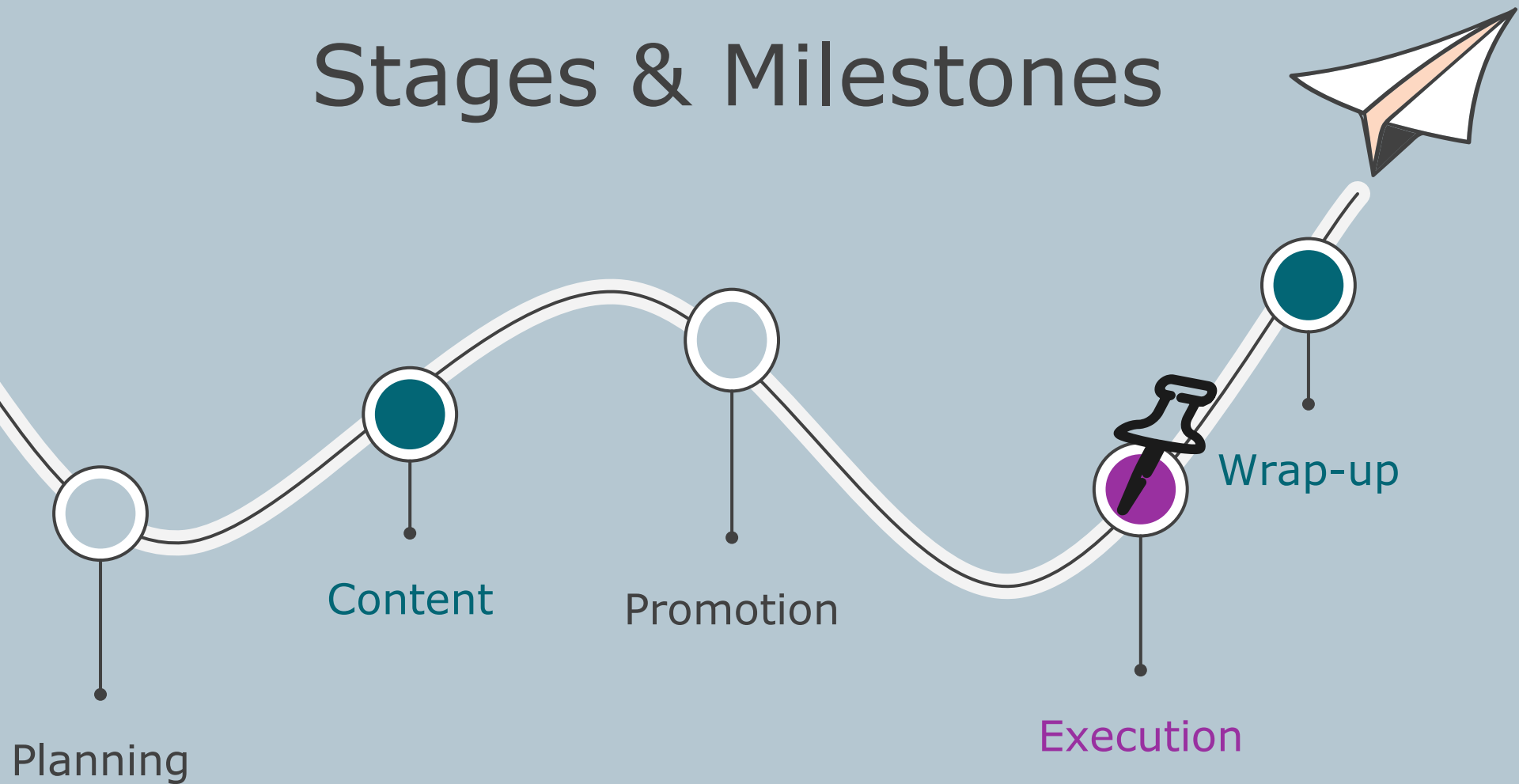
A step-by-step guide on how to create engaging virtual events

Riverside
BIA

Stages & Milestones

Planning

Content

Promotion

Execution

Wrap-up

TEST &
4. HOST EVENT

Getting Ready to Test Run Your Virtual Event

Before the Test Run, share with your event execution team members:
• The date and time of the test run (recommend by email or online calendar invitation)
• The test run event joining information (e.g. Zoom link)
• The event rundown and any special instructions

Additionally, share with your technician:
• Any pre-recorded content, graphics needed, custom titles

Note: Be sure to consult with your technician on your Zoom meeting/webinar settings ahead of time to ensure all is correct and ready to go; however, the purpose of the test run is to ensure any unexpected items can be accounted for.

Test Run & Best Practices

The test run should be scheduled at least one or two days before the virtual event to enable time for any missing or problematic elements to be assembled or remedied.

Event execution team members should include anyone involved in the operation of the virtual event, as applicable, such as: the technician, the BIA staff/ Board members, the event host and moderator, the chat moderator, and any entertainers if live stream content is involved.

During the test run, your technician should discuss best practices for the virtual event as applicable, such as: keeping participants muted and videos off, lighting and sound considerations, chat moderation. All technical details should be tested, discussed as needed, and resolved.

Recommendation: record your test run so your team can look back at what happened if needed and remedy any issues.

Test Run & Best Practices (cont'd)

To perform the test run, follow these steps:

- One team member must act as Zoom host to schedule the date and time, and send a Zoom link to all team members
- This Zoom host must let all attendees into the Zoom and make the technician, and any others needed (e.g. chat moderator), Zoom co-hosts
- Go through the virtual event 'like it's really happening' by having all team members follow the Event Rundown
- While going through, ensure to test ALL the pre-recorded videos and ensure that sound and images are clear and are what is expected
- If doing live on location segments, ensure all team members go through their scripts and test out the light, sound and video equipment they would be using during the event
- If your event includes live streaming from different venues, make sure to test all event segments, on location
- Take notes of anything that needs to be fixed and discuss with team members directly after the test run, to remedy any issues ahead of the virtual event

Running the Virtual Event & Recording it

On the day of the event, all event execution team members should log in and get ready at least 30 minutes before the event starts. Longer time should be allocated (e.g. 1 hr) if there are live on location segments to allow for testing of equipment and proper connections.

It is recommended to start an event countdown on the screen 10 or 15 minutes before the event for attendees who join early.

Note: Do not forget to have your technician or other Zoom host record your event for posting on your YouTube channel or other online platforms!

See an example of a virtual event recording via the public video of 'Riverside Eats Virtually!' here

Riverside Eats Virtually video

Next….

Virtual Events: Wrap Up
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