

BIA Toolkit: Virtual Events

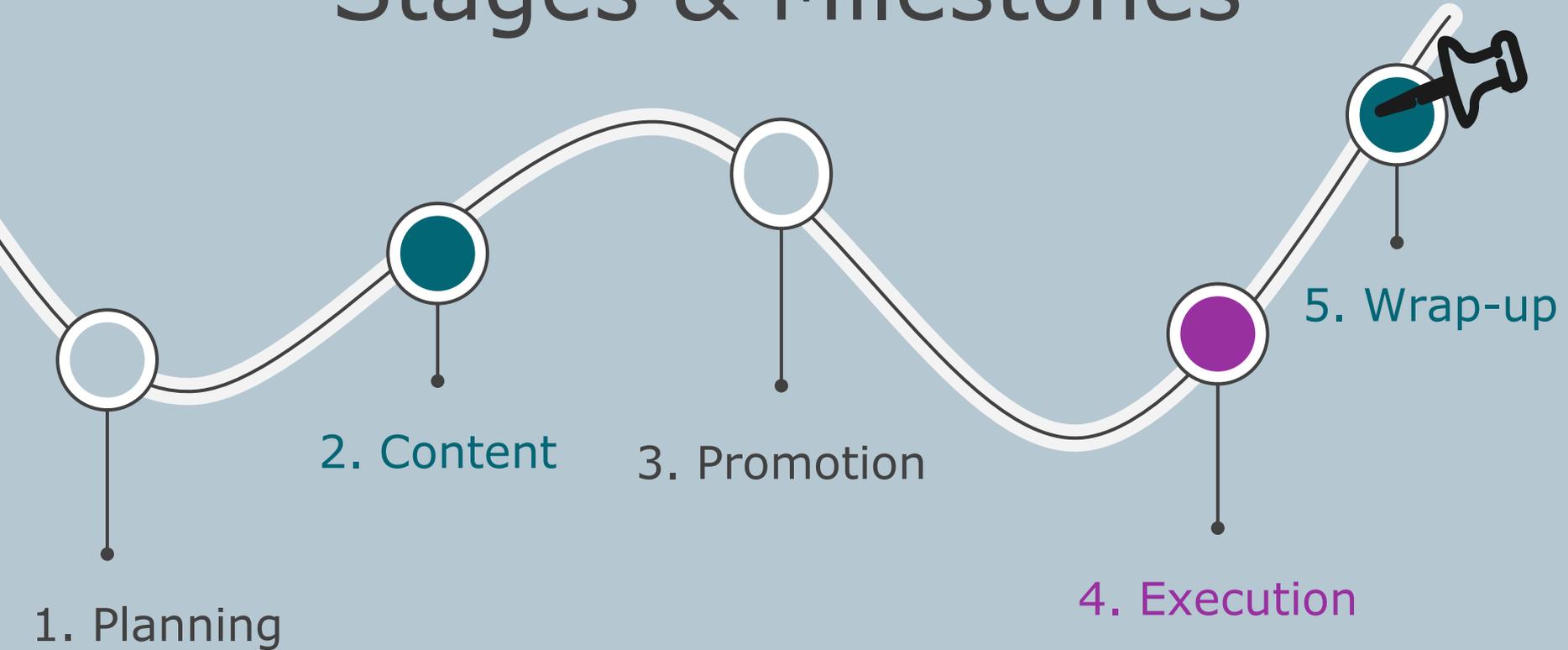
Wrap-up & Lessons Learned

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Riverside
BIA



Virtual Events: Stages & Milestones



Virtual Events Wrap Up

1. After your virtual event has ended, ensure to:
 - Post your Virtual Event Video to YouTube and a thank you and wrap up communication on your website, social media, e-news and other networks
 - Send out a scheduled thank you with the video link to all your event registrants (whether or not they were actually able to attend!)
2. Take stock of your KPIs and what measures you can gather (see
3. Take time to do a SWOT analysis with your Virtual Event Team:

Strengths What do you do well? What unique resources can you draw on? What do others see as your strengths?	Weaknesses What could you improve? Where do you have fewer resources than others? What are others likely to see as weaknesses?
Opportunities What opportunities are open to you? What trends could you take advantage of? How can you turn your strengths into opportunities?	Threats What threats could harm you? What is your competition doing? What threats do your weaknesses expose to you?

Lessons Learned/ Tips

- To avoid the hassle of online streaming, consider pre-recording event segments, editing together, and streaming as one video with live chat and moderation. You can create all content to make it seem 'as if it were live' by having scripted content which includes back and forth banter between event host(s) and entertainers or instance.
- To keep a fully pre-recorded virtual event engaging, consider the tips below:
 - 1- Keep the audience engaged through the chat by asking them to introduce themselves and share comments, shout-outs, etc.
 - 2- Include engaging content such as Trivia, Auction, Prize Draws or other content that will prompt the audience to participate in the chat.
 - 3- Ask friends or BIA members to initiate discussions in the chat, this will encourage others to participate.

Virtual Events – Tips (cont'd)

-In your event promotional materials always communicate the age group you are targeting for the event. This information can be included in the promotional (e.g. Eventbrite) and website posts.

-Virtual events need a lot of planning, it is recommended to allow at least 4 weeks to plan your virtual event.

-Do not forget to keep track of your budget along the way. Find a sample budget [here](#)

Have fun creating your own
virtual events!

If you need any tips/
advice contact us:

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