

BIA Toolkit: How To Host Successful BIA Virtual Events Step By Step

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STEP 1 – PLANNING

Summary: Assemble your Team; Brainstorm virtual event content; book event date and time; decide on event hosting and registration platform(s); create a work back plan; hire talent and technicians; set KPIs (Note: this toolkit is based on Zoom event hosting and Eventbrite registration/ticketing platforms):

- Access the step-by-step [Virtual BIA Event Planning Guide](#)
- Check out our handy Planning [Checklist](#)

STEP 2 – CONTENT & MEDIA CREATION

Create your key event visuals and promotional content; devise a detailed event rundown, storyboards and scripts; prepare all pre-recorded content.

- Access the step-by-step [Virtual Event Content Creation Guide](#)
- Create key virtual event visuals, examples below:



- Detailed Virtual Event Rundown: find a sample rundown [here](#)
- Prepare any needed scripts for hosts, entertainers or other key folks. Example script [here](#)
- Create pre-recorded content: find an example intro video [here](#) and a sample outro video [here](#). See event segment examples [here](#) and [here](#), and visit our [YouTube channel](#) to view all virtual event videos.
- Create promotional content and communications: see below for sample promotional content including registration page (Eventbrite) and registrant email communications:
 - BIA Website-based promotional content examples [here](#) and [here](#)
 - Eventbrite registration page example:

Join us for spooky FREE fun at the VIRTUAL Riverside Howl-O-Ween Costume contest, spooky songs & stories, treats & more!

Date And Time

Thu, October 29, 2020
4:30 PM - 5:30 PM EDT
[Add to Calendar](#)

About this Event

****If you can't make the event date and time, please register anyway and we will send you the link to the recording so you can watch it anytime!****

Location

Online Event

Join us for spooky FREE fun at VIRTUAL Riverside Howl-O-Ween!

Each year, Riverside businesses and community agencies host spooktacular Halloween events. This year since we can't gather together - we're joining forces to bring you the VIRTUAL Riverside Howl-O-Ween!

Kids (of all ages, dogs welcome too!) can dress up and join the fun of Riverside's Howl-O-Ween VIRTUALLY.

What's in Store and How to Take Part:

- **GET YOUR FREE TICKET** to join us at the virtual event and enjoy spooky stories & songs, costume contest, your treats, and more!
- **FREE Treat Bag (100 available):** Drop by to pick up your free treat bag, while quantities last! Details provided upon registration! Register by October 26, 12pm.
- **ENTER TO WIN PRIZES in our Costume Contest:** Submit your kids or pets costume photo here by October 23rd (photo use consent required): <https://forms.gle/f8BkVAXVE1G2im9z8>

This VIRTUAL event is presented by the Riverside BIA, the Ralph Thornton Community Centre, the TPL Queen/Saulter Library Branch, the South Riverdale Child-Parent Centre, Nell & Natasha's Real Estate Homeward, and the Jimmie Simpson Recreation Centre.

o Registrant/attendee communication examples:

Get excited!

Your event, Riverside Eats Virtually: an evening with local Chefs for a Good Cause! is happening soon.

How to join

This event will be hosted online. Log in and check the event page for instructions to join.

[View The Event](#)

Thank you for supporting Riverside Eats Virtually: an evening with local chefs for a good cause!
We are just a couple days away and we wanted to provide some exciting updates about the event:
*Doors Open at 6:45pm - pls plan to join the event Zoom link by 6:45pm so you can get comfortable - the show starts at 7pm sharp and you won't want to miss a minute as we'll start off with a bang!
*Silent Auction: Get ready for our amazing silent auction where you can

eventbrite

Riverside HOWL-O-WEEN is almost here!

HERE IS THE LINK TO JOIN the SHOW - PLEASE JOIN AT LEAST 5 MINUTES EARLY - SHOW STARTS AT 4:30PM sharp:

Zoom Link for Riverside HOWL-O-WEEN
<https://us02web.zoom.us/j/84460733965>

Tips for a great show:
-Please click on the link at least 5 minutes ahead to ensure you're in the Zoom and settled!
-Bring your treats if you'd like
-Use the **chat box** to interact with our hosts and special guests and share shout outs!

Special note: we will be sending you a link to the recording of the show after it's done so if you happen to miss some of it or would like to watch it again, you can anytime.

If you have any questions, just reply to this email.

Enjoy the show!
-Riverside HOWL-O-WEEN Team

STEP 3 - MARKETING & PROMOTION

Launch social media campaigns, advertising and listings; leverage your networks; communicate with event attendees:

- Access our step-by-step [Virtual Events Promotion Guide](#) for instructions, tips and samples

STEP 4 – TEST AND RUN THE VIRTUAL EVENT

Confirm your event execution support team; perform a test run and review best practices/ contingency plans... host your virtual event!:

- Access our step-by-step [Virtual Event Execution Guide](#) to learn how to test run and execute your event

STEP 5 – POST EVENT WRAP-UP/LESSONS LEARNED

Communicate the results to your team/attendees and share public event video, perform a post-event evaluation/lessons learned:

- Access our step-by-step [Virtual Events Wrap Up & Lessons Learned Guide](#)
- Communicate event results: see sample posts of public event wrap up messaging [here](#) and [here](#)
- Publicly post virtual event videos: All Riverside virtual event videos are posted publicly on our YouTube Channel - find links to them below:

[Riverside Eats Virtually](#)

[Virtual Riverside HOWL-O-WEEN](#)

[Riverside Virtual Public Art Tour](#)

[Virtual Riverside Antler Breakfast](#)

- Share a post-event thank you with your attendees: Sample follows:

Riverside Eats -Thank You and Full Recording

1 message

Riverside BIA Office <office@riverside-to.com>
To: Riverside BIA Office <office@riverside-to.com>
Re: mana abou swaid@gmail.com

Thu, Aug 27, 2020 at 11:16 AM

Hello and thank you for your support of [Riverside Eats](#)!! The event raised around \$1,000 for [Mustard Seed, Fontbonne Ministries](#) local food program here in Riverside!!

Please find the links below to the full recording of the Riverside Eats event to watch at your leisure and all the incredible short restaurant videos with summer recipes so you can follow along, as well as the heart-warming video showcasing the incredible work of our charitable partner!

Enjoy:

*Riverside Eats (Full Event Recording - Video)

*Riverside Eats: Eastbound Brewing Co (Video)

*Riverside Eats: Est Restaurant (Video)

*Riverside Eats: Tabule (Video)

*Riverside Eats: Punjabi By Nature (Video)

*Riverside Eats: Food Program at Mustard Seed, Fontbonne Ministries Food Program (Video)

If you won a Silent Auction Item, I will be in touch by separate email to arrange that!!

Best,

ADDITIONAL RESOURCES FOR VIRTUAL EVENTS:

Talent/ contractors we hired for our virtual events – contact details:

- 1- Creative/ graphic design:
George Conidis
www.geocdesign.com
georgeconidis@gmail.com
416.839.1242

- 2- Online technical support:
Guillermo Subauste
guillermodezoq@gmail.com

- 3- Event host:
Lars Classington
Laughing Vikings
lol@laughingvikings.com

- 4- Marketing Specialist (marketplace and virtual events):
Mona Abou Swaid
mona.abou.swaid@gmail.com