

# 7 WAYS TO MAKE THE MOST OF YOUR VIRTUAL EVENT

Coronavirus has limited the opportunities for your executives to take to the stage at in-person conferences and events. But the conference circuit is as busy as ever online. And just as preparation is everything in a live setting, if your company is hosting or attending a virtual event there are various ways to boost your impact.



## 1. Get busy on social

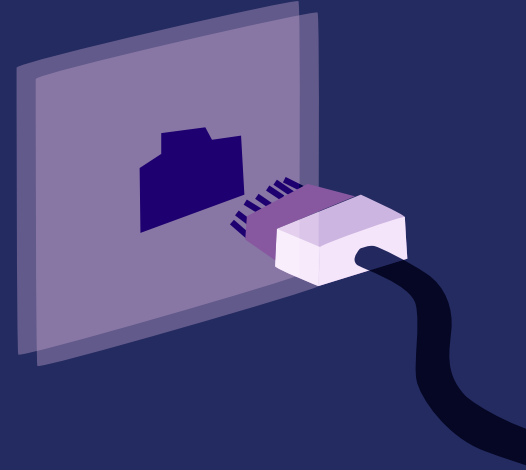
Promoting your own event, or your attendance at someone else's, is as important with virtual events as it is with physical ones. Make sure you keep your social channels buzzing before, during and after the event, and reach out to other participants online—after all, you won't be able to catch them in person.

## 2. Work on your content

Woody Allen was right that just showing up is half the battle. But you won't win over your audience without something interesting to say. In virtual events, at least half your audience will probably be browsing emails while you talk, so dig deep for eye-popping stats or relatable anecdotes to keep people engaged.

## 3. Take care with technology

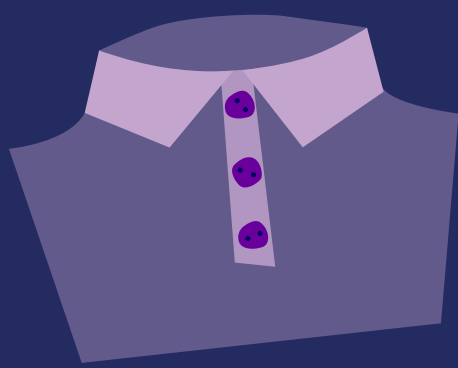
It should be obvious by now, but you need a good (preferably cabled) internet connection for any virtual event. Make sure your laptop is plugged into a power source and close all non-essential applications. Consider getting a decent microphone if you are regularly involved in online conferences.



## 4. Select your setting with care

Home working has got us accustomed to family members and pets appearing on screen. But when connecting remotely, it won't help your delivery if your dog starts barking while you are in mid flow. Try to find a secluded place before you log on and warn nearby humans to keep the noise down.

Shhh!



## 5. Dress the part

Casual is the order of the day for online events, but that doesn't mean you can show up in your pyjamas. Dress as you would for an informal business meeting—or dig out a company polo shirt for some added brand awareness.



## 6. Crank up your delivery

In a virtual setting you have little or no audience feedback and will be on a small screen instead of a big stage. To compensate, try to add extra zest to your delivery and convey a sense of excitement about your topic. In panel events, keep your interventions direct and to the point. Leave rambling for weekend walks.

## 7. Don't forget the follow up

All the effort you put into online events could be wasted if you do not keep the networking momentum going after the conference has finished. Look for opportunities to follow up and keep in touch with key participants, turning virtual encounters into valuable business relationships.

