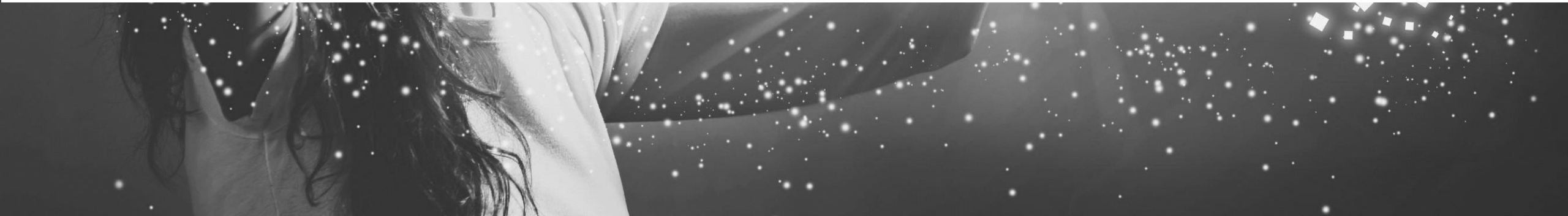




The virtual program





Virtual and hybrid events need to be created with that format in mind

Program must be different



Virtual = All the speakers, audience, moderators and technicians are remote

Hybrid = a combination of onsite and virtual

Program

What works virtually

What your attendees want

Program

What works virtually

- A shorter program
- Shorter talks - 40/45 minutes
- More breaks - a shorter period
- Excellent interactivity - Q&A, polls, surveys
- Good technical support
- Confident chairs/moderator/host
- Moderation for content and administration
- Rehearsals
- Chance to watch on-demand
- Adding value virtually

Program

What your delegates want

- This is different for every organisation
- Review evaluation surveys
- Focus and aim – “reason for attending”
- Formats – masterclasses, roundtable discussions, debates
- Topics – Shorter program focus on popular topics
- Speakers
- Review

Program

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Improving engagement

