Virtual Event Checklist

There is SO much to think about when it comes to hosting a virtual event, but I got you covered with this in-depth checklist.

Initial Setup

- ◯ Decide on a timeline – start with the event date and work backwards
- ◯ Design and write copy for sign-up/registration page
- ◯ Consider recording a video invitation for the registration page
- ◯ Decide whether you want the members on a new mailing list or just tagged for future mailings
- ◯ Decide on how members can report issues that may crop up in the process
- ◯ Design and set up email automation

Emails to Include

- ◯ Initial teaser email – "Something new and exciting is in the works!"
- ◯ Email invitation to sign up via the registration page
- ◯ Combination thank you/confirmation email – "Great, you're in! Keep an eye on your inbox!"
- ◯ Reminder one week before
- ◯ Reminder one hour before, with Zoom link and workbook download link
- ◯ Follow-up/thank you email, include a feedback survey and a link to the recording

Event Materials

- ◯ Create social media images for your event, begin sharing ASAP
- ◯ Write copy to go with images, include an event hashtag – i.e. – #MyAwesomeEvent2022
- ◯ Create a workbook or handout for your event, offer printable and fillable versions
- ◯ Using slides you created in Canva? Decide if you will offer those for download.
- ◯ Create an event guide/agenda (could be included in the registration confirmation email)

Denise Riches
~ VIRTUAL ASSISTANT ~
You can do it. I can help.
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Event

- ◯ Decide where you'll be hosting the recording and for how long
- ◯ Host and record event
- ◯ Include a Q&A period
- ◯ Include a CTA – what do you want attendees to do next?

After the Event

- ◯ Upload the recording to where it will be hosted, grab the download link
- ◯ Send the follow-up/thank you email, including a feedback survey, a link to the recording and a way that people can contact you/work with you after the event

Notes:

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