Topics to Cover

- How to successfully build a registration flow to accommodate virtual and hybrid events
- The technology tools that are important to executing a successful hybrid event
- Ways to communicate effectively with participants using automation tools
- What has changed in event tech since 2020 that you can leverage to raise more money and save administrative time

Changes in the Industry

- Acceptance of online events
  - Hybrid is here to stay
- Robust registration and payment tools
  - Take advantage of the flexibility
- Powerful streaming options allowing scalability
  - Worldwide Audience
- Lower operating costs
  - Have more smaller events

Understanding your Events Purpose

Strategy and Budget

1. Understand What an Event Strategy Is and Why It's Important
2. Pinpoint the Target Audience for Your Event
3. Develop Your Event Goals and KPIs
4. Choose the Right Type of Event
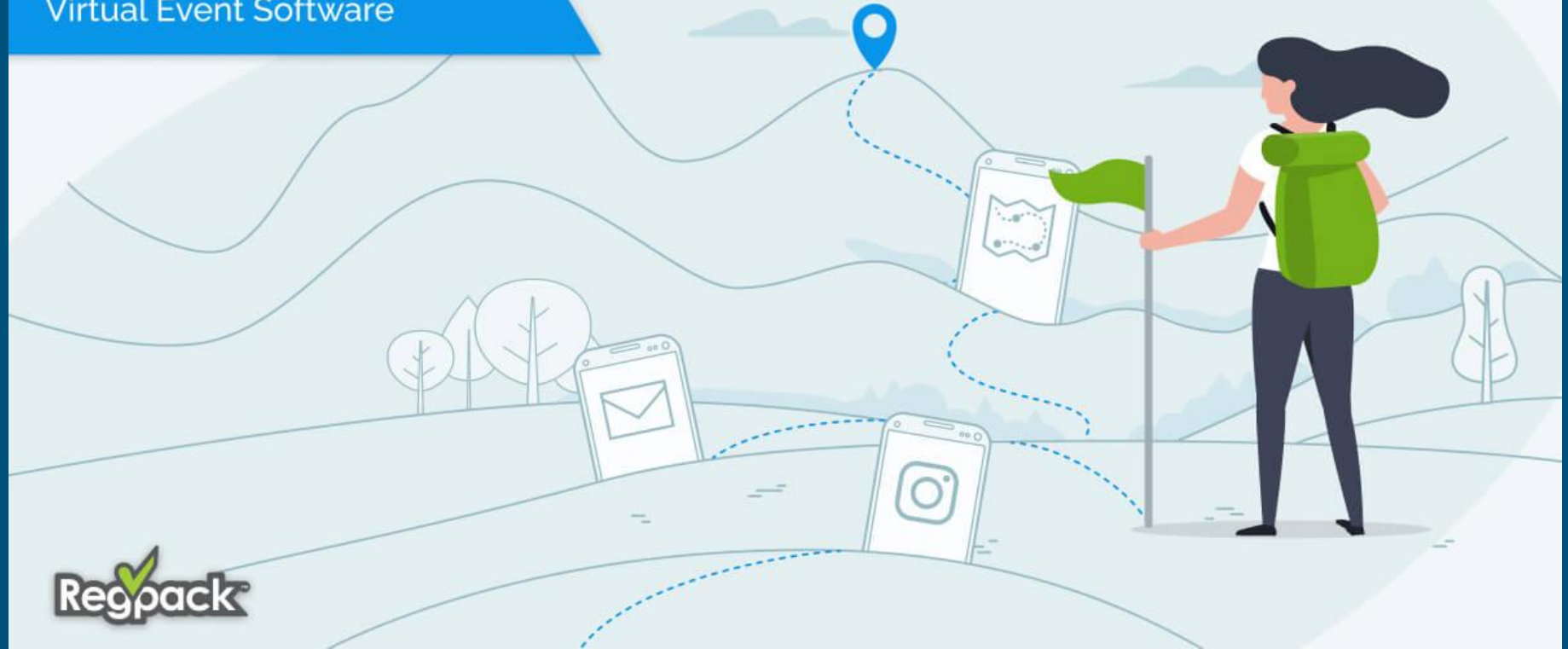5. Review Your Budget and Key Resources

Know your Audience

- Demographics (Age, Gender, Industry)
- Location
- Individuals or Group Attendees
- Technological background of Attendees
- Means to travel
- Social Media Engagement

How To Choose A
Virtual Event Software

Registration Software

- Aligns with your goals
- Simplifies your process
- Customizable to match your audience(s)
- Payment collection
- Intelligent logic
- Collaborative environment for your team
- Mobile registration

Registration Experience

- Your website or external environment
- Log in, no login or hybrid?
- Data? What do you need now and later
- Orders: What are you offering?
  - Single ticket, multiple days, workshops, break out sessions
  - Add ons? (Meals, merchandise, activities, …)
  - Discounts
- Waivers or Consent forms
- Anything else?? (Uploads, Abstract submissions, Vendors, Exhibitors)

Collecting Online Payments

- Gets your money to you faster
- Better for your clients
- Provides options (Credit, Debit, ACH)
- Streamline your accounting
- Prevents fraud, mailing, and accounting errors
- Receive payments 24/7
- Less Manual work connecting registrations & payments

Technology tools for your Hybrid Event

- Team and Project Management
- Event Registration Management
- Video Streaming Platform
- Event Marketing
- Survey Tools for post event
- Lead Retrieval
- IT Team

Video Streaming Options

- Your event management platform
- Zoom
- Google Meet
- GoToMeeting
- Click Meeting
- Youtube
- Cisco Webex
- ON24

Communication with Attendees

- An Important aspect to a successful event
- Email
  - Should be part of your registration tool
- Content marketing
  - Build up anticipation to the event
- Notifications
  - Native to your registration or as a 3rd party add on app
- Social media
  - Before, during and post event

Event Communication In
Uncertain Times: Tips You Need

Increasing Profitability

- Offer add-on options and merchandise
- Pass on payment fees to Attendees
- Purchase Protection
- Donations
    - One time, Recurring, Post Event
- Old attendees are your pipeline for future events
- Abandoned checkouts
- Leveraging technology
- Attendee reviews

Increase your Event Attendance

1. Understand why your audience wants to attend in the first place
2. Offer incentives for early registrations or arrivals
3. Join event discovery sites
4. Keep attendees excited
5. Encourage sharing of your event
6. Leverage the power of video
7. Connect speakers with attendees

How to Increase Your
Event Attendance

Sponsorship Revenue

- An important and relevant aspect of Hybrid Events
- Knowing your worth And What You Offer
- Sponsorship Techniques
    - Straight Forward Branding
    - Sponsored Engagement
    - Sponsored Entertainment
    - Sponsored Freebies

Not easy to do what you do

- Create processes that can be passed on to future leaders in your organization
- Evolve relationships that you can leverage for future event
- Acceptance that managing events is stressful so take it one day at a time
- Execute simple self-care like taking breaks from watching the news, stretching or deep breath practice, and connecting with others on the phone or video calls.

Q & A

Happy to address any questions about the event Industry, registration and payment world!