



## Taking My Digital Event Online: Where Do I Start?

*Follow this guide for a step-by-step process.*

### **STEP 1: Create your digital event strategy prior to securing your digital event platform.**

What key information should be included?

- **Event date(s) and times, including preferred time zone**  
Include the preferred event date(s) with start and end times for each session, including any breaks in content. Include the preferred time zone and if applicable, the dominant time zone of your participants
- **Number of sessions you'd like to live stream, with durations**  
Provide the total number of sessions you'd like to stream, including the durations per session as well as the number of speakers per session
- **Format of sessions**  
Provide the format of the sessions. Format would include video, audio, video with slide presentation, audio with slide presentation, pre-recorded material or presenting live
- **Projected number of participants**  
Even if you do not have an accurate or exact number, an estimation will help both your team and the future digital event platform to plan for resources needed

### **STEP 2: Prepare your team and staff resources**

- **Identify the tasks needed to prepare your digital event**  
Expected tasks: 1) Collecting session content, included but not limited to: handouts, speaker bios, headshots, email addresses, sponsor content, if applicable and collecting organization logos and event imagery.
- **Review where staff members or resources will be needed**  
Resources will be needed to:
  - 1) Collect session details
  - 2) Train speakers
  - 3) Digital Event Marketing Plan and Execution
  - 4) Review digital event platform pages for correct session information
  - 5) Collect sponsor content
  - 6) Live day participant engagement

- **Speaker Training and Logistics**

Expected tasks:

- 1) Schedule and attend calls between speaker and digital platform for platform training.
- 2) Send calendar invitations with login instructions to speakers, including a built-in prep time for the live event time.
- 3) Ensure speaker and content deadlines
- 4) Supporting the speaker(s) through the process from start to finish
- 5) Attendee Engagement

## **STEP 3: Acclimating Presenters to a Digital Environment**

- **Speaker training (Tech and engagement training)**
- **Setting time commitment expectations for presenters.** For digital events, the time commitment from a speaker is typically 2-3 hours. You should set time for session development calls, a platform training, a rehearsal (if requested), and the live day.

***Breakdown of time:***

Session development calls: 30-45 minutes each

Platform training: 30 minutes

Rehearsal: 1 hour

Live day: 1.5 hours

- **Sending calendar invitations and instructions for live sessions**

Calendar placeholders should be sent as soon as possible, once the session date and time has been determined. Calendar invitation should include: Session title, session date and time (30 minutes prior to the live time, in order to include preparation time). Login and/or dial-in information.

## **STEP 4: Sponsor Participation and Content**

- **Collecting sponsor content. Sponsor content typically includes:**
  - Sponsor logo
  - Sponsor collateral: whitepapers, website links, brochures, images, videos
  - Contact information
  - Social media information
- **Training sponsor representatives**
  - Training on the digital event platform
  - Chat moderation training

## **STEP 5: Consult the DEI Solutions Grid for Vendor Suggestions**

- **Review the [DEI Solutions Grid](#)** for vendor functionality and compare with event needs
- **Inquire with the vendor(s)** to set up a call to discuss taking the event online