

Virtual Event Timeline: How Long Does It Take to Plan?

Let's tackle the issues pertaining to a virtual event timeline.

Start Planning

Now that we've all had enough time to realize that virtual and hybrid events are here to stay for a while, it's time to roll up our sleeves. Ditch the misconception that these experiences take less time to plan, fewer resources, fewer headaches, and a lot less money and production. Unless you want your entire audience to be clamoring for refunds, stop slacking off and start planning.

Why Should I Worry About A Virtual Event Timeline?

There's a reason events are a success. It is because they took time to plan! It is a long and intense labor of love for everyone involved, not something thrown together at the last minute without a single ounce of strategy and technical know-how added to the mix.

There are hundreds of virtual events taking place right now. You're fighting for the attention of an audience that's exhausted and fed up with these "experiences" that bring nothing new to the table, are hastily planned, and fail to meet expectations.

Virtual Event Timeline. Let's Go!

If you're starting from scratch, you'll be looking at 12 weeks.

That is the amount of time it will take to establish goals, gather the technological solutions necessary to tell your story, get in touch (and, in some cases, help train) speakers, designing the program, coming up with the marketing strategy, and more.

Here's what you should be aiming for:

3 months out: decide on the theme of your virtual event, create your budget, solidify the goals (what do you expect to accomplish?) and get in touch with a production company. From here on, the production team in charge of your event will begin pre-production, coordinate technical elements, begin framing out platform and integration, and develop supporting production paperwork.

2 months out: start building out the promotion strategy for your event and make sure you stand out from every other experience out there. At this point, the production team will begin onboarding exhibitors and sponsors, reviewing graphic content for the website and the sessions, scheduling rehearsals with the speakers, testing the platform functionality, and populating it with relevant media assets.

1 month out: the event website should go live by now. Pre-recorded content takes place and calls with the speakers are arranged to prep them.

2 weeks out: speakers will now be rehearsing and the production team will sit down with you for a tie-down meeting.

1 week out: technical rehearsals and final quality control tests take place. Showtime!

Even if you decide against hiring professional help, your virtual event timeline should still consist of at least 12 weeks.

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As a matter of fact, if you don't go with a production company, make sure you extend the timeline even longer.

Remember that virtual events demand a set of technical skills and know-how that many aren't equipped with.

Account for the time necessary for platform demos, sign-up software, learning about image and sound capture, green screens, b-roll, and so on.

Conclusions

Moving online and virtual should give us the motivation to make the best of it. And to do it well.

Does this shed light on the mechanics of a virtual event timeline?

If your event is still a few months away and you need some expert help with production, reach out to us.

Go Golf Conference and Events Management Inc is more than happy to walk the road of successful virtual experiences alongside you.

You'll be surprised at how magical it can be!

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