

# Planning and Delivering Virtual Events Successfully

The recent disruption that the coronavirus has caused has required organisations to quickly transition to running events of all shapes and sizes online rather than in the traditional in-person format.

While there will continue to be a place for full in-person events in the future, the flexibility and reach of delivering events virtually are such that organisations will continue to harness online technology and delivery of events as part of a successful engagement strategy.

However, online delivery of an event requires taking account of multiple considerations from identifying which online platform will meet your needs, how you ensure you keep your attendees engaged, and how you achieve your event objectives.

Designed to stimulate, inspire, and engage, this two-day interactive workshop will provide an opportunity for you to not only learn the fundamentals of designing and running a virtual event but also how to ensure success and the creation of a lasting legacy.

## Who is it for?

The workshop is designed for individuals and SMEs who are currently running or looking to run, events in a virtual or hybrid format.

While some general event management experience would be beneficial this is not essential.

## What will I get out of it?

- Identify key considerations in the selection of appropriate platforms and functionality to meet your stakeholder needs
- Understand how to set and meet clear objectives
- How to develop an immersive event that will engage your audience
- Ensure you create a positive legacy from your event

## Workshop structure

### Session one

- Event purpose and design
- Establishing clear objectives to measure success
- Event audiences and interactive experience
- Virtual event platforms and functionality

### Session two

- Matching objectives to functionality and platforms
- Delivery considerations on the day of the event
- Evaluating your virtual event
- Identifying, creating, and managing your event legacy

## Duration

2 x half day sessions, over 2 weeks

## Dates

Contact our Digital Skills team for upcoming workshop dates

## Timing

Registration: 09.15

Sessions: 09.30 – 13.00

## Location

Online

## Cost

Fully subsidised for Workforce for the Future registered SMEs

## Book your place

Contact our Digital Skills team to book your place on the next workshop

## Contact

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