



How Meeting Planners Can Make Virtual Events Remarkable

Author Seth Godin once said that, “content marketing is the only marketing left.” Today, it can be said that, at least temporarily, “virtual events are the only events left.”

But producing a winning virtual event, summit, webinar, video series, or similar isn’t just about taking your ideas and your clients’ slides and turning on a camera. Online events require a specific rhythm and cadence because the audience’s expectations are different, and their experience is **much different** from live event.

Also, there are several decision factors and potential snags in any virtual event, such as:

- Technology platform
- Live or on-demand
- Length
- Cameras or no cameras
- How to maximize audio quality of presenters (a big one)
- Interactive elements and polls
- Registration page and what’s required
- Fee-based or free
- Title and description
- Pre-event reminder nudges
- Session moderator and host
- How questions will be handled
- How to address questions that are not answered during the session
- Post-event nurture sequence

And a lot, lot, lot more.

Our team at Convince & Convert has produced more than 100 successful virtual events for some of the world’s largest brands, including Oracle, Cisco, Salesforce, and SAP and sing our praises - our Net Promoter Score is 78, higher than Ritz-Carlton, Mercedes-Benz, and many other brands known for customer experience excellence.

And, our founder, *New York Times* bestselling author Jay Baer, has been the “talent” for more than 25 virtual events per year for more than a decade. He is an expert host, facilitator, panelist, and participant recruiter. An inductee into the professional speaking hall of fame, Jay is recognized as one of the best virtual event experts and participants working today.

As you put more time and effort into virtual events, we want to help you optimize them for success, for two reasons:

1. A great virtual event experience will exceed the expectations of your clients and prospects
2. As the volume of virtual events soars, expectations for excellence will escalate accordingly

Recommendations for Meeting Planners

We recommend the following to help you and your clients succeed with virtual events, summits, webinars, video series and related initiatives:

Virtual Logistics and Content Marketing

Optimize operations, logistics, and communications

Jay Baer and the C&C team provide comprehensive advice and counsel on program titles, descriptions, platform, format, mechanics, and virtual event show flow. We also work with you to optimize your pre-event invitation RSVP process and post-event nurture sequence as well as content marketing and atomization, turning your event into a collection of marketing resources for your client.

Content Guidance

Optimize event content and messaging

Convince & Convert also helps you maximize the effectiveness and impact of each virtual event. This includes sessions to review the content and design of each presentation, plus dry-run rehearsals sessions and feedback.

Content Creation

Optimize content effectiveness and the attendee experience

Jay and the team will create the actual virtual event content with you including slides, talk tracks, interactivity, and the overall event experience.

Virtual Event Host

Increase the draw your event and ensure an outstanding experience

New York Times bestselling author Jay Baer, dubbed the most trusted B2B influencer by various outlets, serves as the event spokesperson, emcee, moderator and/or speaker for your virtual events. He can also work 1:1 with all event presenters on content and delivery. Jay is also available for pre and post event Twitter chats, VIP meet and greets, and more.

Influencer Identification and Activation

Build both credibility and reach

We can help you identify and engage with the most impactful industry influencers for your clients' various events. Services include research & recruitment, talent management, roles and responsibilities, and reporting.

“Not only was Jay a killer add to our speaker line up, but he played an integral role in facilitating connections and conversations with our customers onsite and in social. He doesn't just go the extra mile, but many.”

**Jennifer Dennis
Oracle**