



# Virtual Event Questionnaire

## 90 QUESTIONS TO ASK BEFORE YOUR NEXT VIRTUAL EVENT

Adapted from the strategic framework of:

7DRM - The 7 Disciplines of Relationship Marketing by William Dolan

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### 1. Planning

#### Strategy:

- What is the purpose of this virtual event?
- What is your vision for this virtual event?
- What are the 'missions' of this virtual event?
- What are your brand values? (refer to the Brand Personality Worksheet)
- What is your brand personality?
  - How will we express those values in a virtual environment?
  - How will your brand values and personality affect style, structure, length, creative direction, casting and content?
- What are your goals for this event?
  - How many people do you want to attend the event?
  - Who do you want to attend?
  - Do you want to sell anything?
  - Do you want to acquire leads / emails?
  - Do you want to build your brand reputation?
  - Do you need to stay Top-of-Mind?
  - Do you want to make money? How much?
  - Do you want to raise money? How much?
  - What do you want people to know, feel & do?
- How will you measure success?
- What data / interviews will you gather to measure success?
- What will be the 'win' for the event?
  - Fill in the Blank: 'We have been successful because \_\_\_\_\_ happened as a result of the event.'

#### Sponsorships:

- Will you have sponsors?
- How will you convey value to sponsors?
- Have you allowed adequate time to acquire and give sponsors pre-event value?
- What elements of the program can be sponsored? (i.e. promotional campaigns, keynote sponsor, presenting sponsor, video sponsor, post-event break-out receptions, on-demand playback, etc.)
- What percentage of the show costs need to be covered by sponsorships?

#### Market Clarity:

- Do you know your target audience?
- Have you crafted a persona (or avatar) to represent your target audiences?
  - What are their wants?
  - What are their interests?
  - What are their needs?
  - What are their objections?
  - What are their fears?
  - What are their frustrations?
- What is their buying journey?
- Where are they on their buying journey?
- What are their demographics?
- What are their psychographics?
- Will your audience attend a virtual event?
- Is your audience familiar with the technology?
- Do you need to survey your audience to gain better understanding?
- Do you have the means to promote to your audience?

#### Logistics / Financial:

- Will this event be live or live-to-tape?
- Could this event be a hybrid (mix of live event & streaming to a virtual audience)?
- Will the program be recorded for later playback?
- Will registration be required?
- How will you communicate that this event is going virtual (if previously a live event?)
- What is the business model for this event?
  - Will we be asking for donations?
  - How will people be able to give?
  - Will you have raffle prizes?
  - Will you have a live auction?
  - Will you charge a ticket price?



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## 2. Promotion

- What media channels will you use to promote this event?
- How often will you promote leading up to the event?
- Are you promoting at times throughout the day ideal for getting in front of your target audience?
- What will email promotion look like?
  - How often will you email your audience?
  - Can you segment your email list to message and target specifically towards a specific audience?
- How will you communicate the value of your virtual event?
- How will you build a sense of anticipation towards your virtual event?
- Have you prepared a video promotion?
  - If so, how many?
- Are you leveraging other promoters, partners, influencers to advance your event?

## 3. Execution

- Do you have sufficient bandwidth / wifi to broadcast a strong signal?
- What software will you use to broadcast your virtual event (ZOOM, Vimeo, YouTube, Facebook, Instagram, LinkedIn, ProPresenter, etc.)?
- Do you need separate 'switching' software or hardware to cut between multiple sources (OBS, ProPresenter, Studio6, BigMarker, etc.)?
- Where will your virtual event be hosted (website, ZOOM, dedicated landing page, etc.)?
- Do you have a 'back-up' if your primary playback / streaming source goes down?
- How will you bridge every transition throughout the show (music, countdowns, graphics, etc.)?
- Will you have a pre/post reception for networking and connection?
- How will you cut the regular live program length in half?
- What graphics or name keys do you need to develop to support your virtual event?
- How can you increase engagement during your live event (break-out rooms, polls, chat, Q&A etc.)?
- How will you make this virtual event so valuable to your audience that they talk and share it with others?
  - Will you include any special offers (free or paid)?
  - Do you need to host multiple 'showings' of your virtual event for different time zones?

## 4. Leverage

- How many people attended your virtual event?
- Who attended the virtual event?
- What were your expenses?
- Can you calculate ROI based on your target goals?
- How much money did you make in ticket sales, sponsorships, etc.?
- How much money did you raise in donations, auction items, raffle items, etc.?
- How can we repurpose this content?
  - Social Media
  - Website
  - Case Studies
  - Public Relations
  - Workshop Media Resource
  - Special Encore Performance
  - On-Demand
  - Paid Master Class
  - College Curriculum
  - Donor Development
- How will you engage attendees post event?
  - Feedback, sent out surveys?
  - Email Retargeting?
  - Follow-up with Offers or Announcements?
  - One-on-One Meetings?
  - Phone Follow-up?
- How will you follow-up this event with another event?
  - Is it time to do 'Part 2'?
  - Is it time to do a deep dive?
  - Is it time to schedule a AMA (Ask Me Anything) session with Spirit Media?
- Does the success of this event support the future production of an ongoing series of events?
- Are you ready to do this yourself or do you need help?



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To help answer these questions and more,  
contact [kelly@spiritmedia.com](mailto:kelly@spiritmedia.com) to schedule a  
free 30 minute consultation.

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