



# 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.'

#### Market Clarity:

- Do you know your target audience?
- Have you crafted a persona (or avatar) to represent your target audiences?
  - What are their wants?



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- 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 a 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?

### **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? (e.g., 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?



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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?
- Do you need to promote to target audiences in different time zones?
- What will your email promotion look like?
  - How often will you email your audience?
  - Can you segment your email list to message and target 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/Wi-Fi to broadcast a strong signal?
- What software will you use to broadcast your virtual event? (e.g., Zoom, Vimeo, YouTube, Facebook, Instagram, LinkedIn, ProPresenter, etc.)
- Do you need separate 'switching' software or hardware to cut between multiple sources? (e.g., OBS, ProPresenter, Studio6, BigMarker, etc.)
- Where will your virtual event be hosted? (e.g., 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? (e.g., 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? (e.g., 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?



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### 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
  - On-Demand
  - Website
  - Paid Master Class
  - Case Studies
  - College Curriculum
  - Public Relations
  - Donor Development
  - Workshop Media Resource
  - Special Encore Performance
- How will you engage attendees post-event?
  - Feedback, send 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 an 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?

For assistance, contact [Lisa@spiritmedia.com](mailto:Lisa@spiritmedia.com) to schedule a free 30-minute consultation.

For more information, visit [SpiritMedia.com](https://www.SpiritMedia.com).