

Checklist for a Successfully Managed Web Event

Did you ever wonder what goes into managing an online event?

Many things go on behind the scenes of an online event such as a webinar. At CommPartners, our event management team coordinates and executes the details of every event, from pre-start to post-finish.

Making sure everything goes well requires attending to many details well before the event takes place. Beginning as much as eight weeks prior, your personal event team is created to focus solely on your event. Regardless of complexity or size, every event is managed alike: Professionally and thoroughly.

There are three general segments to producing an event: Pre-event preparation, event day execution & management and post-event follow-up. Here is a general checklist of what we manage:

Pre-Event Preparation

Two to Eight Weeks Before the Event

- Confirm event date with you
- Confirm event moderator (ours or yours)
- Discuss event strategy with you
- Reserve sufficient number of audio lines
- Establish your event registration web page (site)
- Customize and populate your registration site
- Create & test registration page functionality
- Create faxable registration forms
- Customize your promotional email*

Two Weeks Before

- Confirm audio requirements
- Create event login information
- Update registration site with login information
- Send participant & presenter instructions to client
- Create script for moderator
- Send draft of script to client and speakers
- Create post-event survey & content
- Create email event invitation & message
- Speaker logistics consultation with client
- Schedule training date with client, speakers
- Review & edit PowerPoint slides for speaker training
- First speaker training

- Second speaker training
- Third speaker training
- Send headsets & web cams to speakers if needed
- Schedule & perform event run through
- Pre-event email marketing begins 2-4 weeks before event

The Day Before

- Confirm number of participants
- Finalize script and send to client & speakers
- Review & finalize PowerPoint slides
- Upload and test slides in web meeting system
- Upload PDF'd slides and handouts to the registration site
- Adjust number of phone lines
- Set up meeting polls
- Prepare participant and speaker instructions

Day of Event Execution & Management

- Send event access instructions to CommPartners event support staff
- Send back-up participant instructions to client
- Send final registration list to client
- Log into event, check slides, links, polls; add backup phone number
- Moderate & support event from welcome message to dismissal
- Remind speakers to return headsets
- Customer Service is logged in, handles all customer calls for log-in and audio issues
- Event manager supervises all video, presentations and presenters during event & is there to correct any problems

Post-event wrap-up

- Post-event consultation with client and event team
- Send final attendance, chat & poll reports to client
- Send event evaluation survey to all attendees
- Edit archived recording and create master CD
- Create event handouts folder and add to CD
- Create web-accessible event recording for client
- Add archives & CD to client registration site for purchase
- Add archive link to registration site & secure login page

Whether you manage your own event or let CommPartners do it for you, remember that preparation and planning are required ingredients when managing the details of your successful web event. For additional information, visit us online at www.commpartners.com.

*Available from CommPartners for an additional fee.