



# Reimagining Your Live Event for a Virtual Audience

EXPERTS IN PRODUCING MEMORABLE ONLINE EVENT EXPERIENCES

COVID-19 has resulted in a rush to transition live events to the virtual space. Simply replicating your face-to-face event online, does not work.

Your goals can be the same. However, the virtual realm requires event organizers to reimagine the attendee experience from the participant side of the screen.

## SOME TIPS



**1 CONTENT PLANNING IS KEY**  
Virtual event elements are different than live events. Map out your event content, minute-by-minute. Plan the participant experience from start to finish and ensure an interactive, engaging experience.

**2 BE CREATIVE AND FLEXIBLE**  
Past events have primarily been a strategic hybrid of in-person and online experiences – and now, are mostly all virtual. Be prepared to pivot.

**3 TECHNOLOGY IS ONLY PART OF THE SOLUTION**  
With a plethora of platforms and features – choose the right solution for your needs. Look to an expert to help you select and manage suppliers.

SEE REVERSE FOR OUR VIRTUAL CONFERENCE & EVENT SERVICES

At Proof Experiences, we help our clients with everything from initial event design through to implementation, a turnkey event solution including:



### VIRTUAL EVENT PLANNING & DESIGN

We transition your live event or build a new virtual experience, mapping out the memorable and meaningful audience experiences



### CREATIVE & INTERACTIVE ELEMENTS

Experts at on-strategy messaging, creative design integration, social connections, audience engagement tools & tactics, etc.



### TECHNOLOGY INTEGRATION

We recommend, manage and support event technology integration solutions – whether it's an existing or new supplier – from registration to hosting platforms to apps



### VENDOR & SPONSOR ENGAGEMENT

We work with your team, vendors and sponsors to create meaningful ways to connect with the audience



### TURNKEY EVENT EXECUTION

Project management from inception through to wrap up, delivered by industry-certified event professionals



### MEASUREMENT / EVALUATION

Clear targets, tools and metrics to evaluate your event success



### Proof Experiences: Experts at Live & Virtual Events

For over 20 years, we have been the leader in planning live and virtual events. From employee town halls to industry conferences to AGMs, we can help you successfully navigate the new all-virtual meeting space.

Contact one of our virtual events experts:

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