



THE HARRY WALKER AGENCY, INC.  
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## CONTENT

**What is the reason for holding the event? What “story” are you trying to tell and who are you going to use to tell that story?**

The best place to start when you start to consider your event is with your past successes. What was the story you told in the past and what elements did you use to tell that story?

- ☐ Did you have Audience Interaction?
  - ☐ Were there Networking Opportunities?
  - ☐ Were there “Main Stage” programs?
  - ☐ Were there “Breakout” sessions?
  - ☐ Did you have Sponsors and Partners?
  - ☐ Was there an exhibition or “show?”
  - ☐ Did you have entertainment or other “extra” elements?
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## PRODUCTION

**How is the Content going to be presented? For a Virtual event you have many more options than you may have had for Live events.**

If you are looking to engage an audience in the same way you have with Live Events, here are a few questions to ask yourself:

- ☐ Where is your audience located? Are they virtual and in their own environment? Will they be gathered in small groups? Will they be gathered in larger groups?
  - ☐ Where are your Speakers located? Will they be in a “studio?” Will they be at home or in their office?
  - ☐ How many presenters will be visible at one time?
  - ☐ Do your presenters need equipment for a higher quality visual presentation?
  - ☐ Will your presenters be live or pre-recorded with editing capabilities?
  - ☐ What type of visuals are you considering: graphics, sponsorship logos, video reels?
  - ☐ Will you be incorporating additional components: book signing, meet and greets, breakout sessions?
  - ☐ Are you looking for a turnkey solution with production and platform technology for attendee registration provided?
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## PLATFORM

What is the technology you are going to use to deliver the event to your audience? This is the newest element many of us are having to consider as events pivot to Virtual.

- ☐ What is the size of your audience?
- ☐ Will your attendees be dialing in live or watching a pre-recorded session?
- ☐ How many presenters are you incorporating?
- ☐ What is the desired format of your Speakers presentations?
- ☐ What capabilities would you like to have for audience interaction?
- ☐ Are you incorporating additional components: book signing, meet and greet, breakout sessions?
- ☐ Is the content you are presenting at this event proprietary and are there security considerations?