

Top 10 Tips for Pivoting to Virtual

Designing virtual events with impact

01 Build Your Program Around Your Key Audience

02 Spread Content Over 2-3 Weeks

03 Incorporate the Arts to Inspire

04 Security Matters

05 You Can Attract Sponsorship!

06 Attendees Want Info, Not Perfection

07 Cut Through the Noise, Do Something Unique

08 Leverage Your Video – On-demand / Live

09 Prepare for Glitches

10 Get Feedback Quickly After the Event