

THINGS TO CONSIDER WHEN HOSTING A VIRTUAL MEETING

1

TAKE TIME TO DETERMINE THE GOALS OF THE MEETING.

Is it to inform, collaborate, educate or enlighten? The goal of the meeting can be a launch pad to determine what key players and support staff are needed, as well as what platforms and tools could be utilized.

2

THE STRUCTURE OF YOUR MEETING MAKES A DIFFERENCE.

Think about timing and time zones – do you need multiple broadcasts to reach a global audience?

Keep sessions relatively short – no more than 45 minutes if possible

Comfort breaks are important to offer a few times throughout the meeting daily to keep attendees engaged

3

MEETING REGISTRATION FEES- TO CHARGE OR NOT TO CHARGE.

While the cost of a virtual meeting can be considerably less than a face-to-face meeting, it is recommended that a registration fee be charged to increase attendee buy-in and reduce “no shows”.

4

COMMUNICATION IS KEY.

Easy access to important information and details such as the conference agenda, access links, as well as tips and tricks to help navigate your chosen platforms.

Presenter/ Speaker communication is equally important. Ensure they know in advance what is expected of their participation and that they have all the information they need to be prepared when the conference begins.

5

WILL YOU HAVE LIVE OR PRE-RECORDED CONTENT? OR BOTH?

Deciding this can make a difference in what platform or tools you need to incorporate.

6

DO YOU NEED A PLACE FOR YOUR ATTENDEES TO CONTINUE CONVERSATIONS OR ASK QUESTIONS OF SPEAKERS/PRESENTERS AFTER THE MEETING? OR AFTER THE CONFERENCE CONCLUDES?

This also will make a difference in the tools you decide to utilize.

7

ARE YOU GOING TO HOST A VIRTUAL SOCIAL EVENT OR RECEPTION?

It is important to decide what the goal and structure of a social event will be ahead of time in order to determine what platform makes the most sense. Ask us about our partnership with [Gather.town](#) - we offer a 20% discount! AMS can also create your custom Gather space.

8

SPONSOR PARTICIPATION – WHAT DOES IT LOOK LIKE?

What type or level of exposure do they need?
Do you need to create a virtual exhibit space?

9

WILL YOU NEED TO RECORD YOUR MEETING/CONFERENCE FOR ARCHIVING PURPOSES? WILL THE RECORDINGS BE MADE AVAILABLE TO AN AUDIENCE WHO MAY HAVE NOT BEEN ABLE TO ATTEND?

How will those recordings be made available?
Private or public website?
For a few weeks or for a longer duration?

10

A DYNAMIC AND ENGAGING HOST OR EMCEE CAN KEEP THE CONFERENCE ON TRACK AND MAINTAIN THE ATTENTION OF YOUR AUDIENCE.