



Digital Events- How to Determine Your Needs

You've made the difficult decision to cancel a face-to-face event. Rather than dwell on the disappointment for the attendees, instead think about the possibilities of elements of the event that can still take place digitally. While you might not have the time, you'd like to research the range of options, you can narrow down your search for the right digital event platform.

How do I determine digital event needs that I've never had before?

THE WHO: Who is your audience and how many people are you estimating will attend?

THE WHAT: What type of event is this? An annual meeting, event, workshop, etc.?
How many sessions would you want to live stream? Have a tentative schedule prepared.

THE WHERE: Where you would like to stream the event? (Using a full digital platform, your website, Facebook Live, etc.)

THE WHY: Why are you putting the content online? Education credits, audience reach, etc.

THE HOW: How are you envisioning the presentation and speakers will be formatted?
Audio, video, slide presentation, moderated panel, etc.? How do you envision the audience engagement?

Pro Tip: Create an excel template with a tab for each section above to assist you in communicating clearly and swiftly what you need to put your event online.