

# Virtual Events

PAN has supported clients' events for over 25 years. From some of the largest conferences to the most personalized sessions, we've gone all over the world to be at our client's side when they need us the most.

**The channels may be different, but the expectations remain the same.**

PAN will partner with you to ensure that your virtual events are seamless, collaborative, and above all – engaging. We put the attendee's interests at heart to by offering high-quality support for virtual gatherings in collaboration with your marketing team.

## Here's what you can expect when you partner with PAN on your next virtual event:

### Pre-Event

PAN works with you to determine the virtual event that's right for your business. What are your goals and objectives, and what type of attendees are you looking to attract? We can deliver a virtual experience with the same attentiveness and detail you'd expect from a physical one – at a fraction of the investment.

#### Strategy & Architecture

- Create high-level message mapping and creative recommendations based on your goals and objectives

**90 minutes** is about the maximum amount of time someone can participate virtually without a break<sup>1</sup>.

- Identify and work with key drawcard speakers, including influencers, analysts, customers, partners, etc.
- Begin presentation development to set the theme/tone of the event via visual assets



#### Organize demand gen activities to drive awareness & registrations

- Content
- Social media
- Email marketing
- Paid social
- Earned media

### During Event

We bring the right people together at the right time, with purpose. PAN supports your team by ensuring the execution of the event is seamless. We provide the framework and activation measures essential for success using ongoing promotion, content curation and engagement activities.

#### Manage Activation/Execution

- Prepare participants
- Live presentation content
- Live, one-way audio/video
- Question and answer
- Live polling
- Note taking/favorite slides
- Recorded content
- Interactive video conferencing

**80%** Attendees are engaged 80% more with live captions than without live captions. It is an important metric in terms of engagement<sup>2</sup>.

#### Activate social channels

- Streamline content/sessions
- Virtual surveys/research
- Presenter Q&As

#### Networking is important during virtual events

Event apps can connect attendees and provide a way to chat and set up meetings with one another. Dedicated networking time, group chats and breakout sessions are all great ways to encourage attendees to meet and form connections.



### Post Event

Ensure that the event's impact extends far beyond signoff by capturing relevant content and extending across channels to fuel broader marketing initiatives. Conduct feedback sessions and post-show activities that keep audiences engaged after the event is over.

#### Consolidate/Distribute Event Content

- Social media platforms
- Closed-door sessions
- Earned media relationships
- Traditional content: releases and data
- Coordination of paid/email/blog content

#### Post-show engagement

- Conduct feedback sessions

#### Curate show content:

- Video
- Podcast
- Transcriptions for SEO
- Highlights
- Presentations for download
- Photos
- Blog

#### Measure the virtual event impact

- Number of event registrations
- Session registration
- Demographic attendee information
- Email opens
- Click-through rates
- Post-event survey results
- Number of leads
- Buying interest
- Session ratings/feedback
- Social media engagement/reach

#### Don't miss the opportunity to secure exclusive content during the event

Try to get some Q&A sessions with speakers and high-profile attendees, clients or prospects. Behind-the-scenes content and bloopers are always a favorite. Every virtual event is sure to have a few silly moments and some great jokes.



Through creative services, multimedia, livestreaming and personalized landing pages, PAN can help you deliver a virtual experience with the same attentiveness and detail you'd expect from being onsite.

### Questions to ask when planning a virtual event:

- ▶ **What type of event will you be hosting?**
  - Webinar
  - Virtual Conference
  - Townhall
  - Sales Kick-off
  - User Conference
  - Industry Conference
- ▶ **Will content be live, on-demand, or a both?**

Have you created instructions for attendees to explain how to join keynotes, attend sessions, and use networking tools?
- ▶ **What technology will you use to host the event?**
- ▶ **What are your KPIs for the event?**

Build goals around session registration and feedback from surveys.
- ▶ **Will you charge for your event or offer free access?**
- ▶ **How long will sessions be?**
- ▶ **What happens if you have connectivity issues?**
- ▶ **How long will access to sessions be available after the event?**



Interested in learning more?  
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**WE MOVE IDEAS.**