

4 Things To Note BEFORE Hosting A Virtual Event



Okay, that wasn't really comfortable.

Imagine sitting in a closed meeting room with 15 people touching each other shoulder to shoulder, and then this happens... **cough, cough!** — Yeah! We can't either. At least not before a full-proof vaccine is discovered 🤧🤧🤧🤧

So, when the world was put under lockdown, everyone was inside – conferences canceled, meetings suspended, and we felt that we would never see another soul for a long time. The event industry was thrashed. Or so it seemed.

😎 **enters virtual meetings** 😎

We embraced the internet and all its superpowers. And before we knew it, the biggest conferences of the world's largest companies went online with their events. The event industry was back with a bang — and how! Ever since it has been soaring higher with the digital realm and its innovations.

But, we know it can be challenging to host a virtual event. *Some even think it's not possible, or that they aren't meant for the "virtual"*. But, whosoever says that hasn't come on Hubilo! Educational events, music festivals, or even your business's monthly conferences — the core of hosting virtual events remains the same.

And we will guide you through this event planning and management journey. All we ask of you is to keep patience and read on... *and take notes if you want!*

Let's start with the basics first —

1. Laying Out Event Agenda

The first step of planning an event starts with zeroing in your event agenda i.e. WHAT do you want the event to be about?

Is it an event about improving marketing skills? Do you want to discuss an ongoing trend and bring in experts to speak about that? Or do you need an event to celebrate your company's achievements?

You can ask these questions:

- What is the event about? (The Topic of the event)
- When do you want the event to happen (Holiday season? Or weekends?)
- Time Zones involved?
- Why and how is the event relevant?

Pro Tip #866: Brainstorm, make a mind map, and lay out all possible angles for your agenda!

This would also help you with the next step —

2. Finalizing the Speakers

For any sub-agenda or topics that you decide, make a list of the best people who can speak on that subject. They can be CEOs, CMOs, Marketing Managers, or even, Heads of Department – based on your requirements for the particular niche.

Your speakers are the central points of your events — physical, virtual, or hybrid. You can bank on these experts to market your event, attract sponsors, and attendees. And obviously, the treasure-trove of knowledge that comes with them boosts your events!

Tip #7449: Go for someone who is influencing the field with their ideas or vision and has the know-how of the event subject. Approach famous people, who are carving a niche in their field to attract their audiences to the event.

3. Bringing in Sponsors & Exhibitors

Simple Truth #9274: you need to invest money for organizing any event. So, you may need sponsorship for that. And for sponsors, you need amazing exhibitors.

Exhibitors, they showcase their services or products — essentially, they are lead magnets (so crucial for your event success!) — Sponsors support your event by providing funds for running the event, in return for something — can be a special promotional space, data, or profit share. Like producers of a movie 🎬 *Who are we kidding?! Of course, you know who sponsors are and what they do!*

As an event organizer, what you can do is give back recognition by enlisting your sponsors and exhibitors and promoting them on different channels. You can also come up with a few programs to engage attendees with them, even after the event.

Another great tip is let your exhibitors be sponsors for the event — which gives their brand exposure, as well as leads too.

Sneaky tip #018: This also helps promote your event because of the exhibitor/sponsor brand value.

4. Calling the Attendees

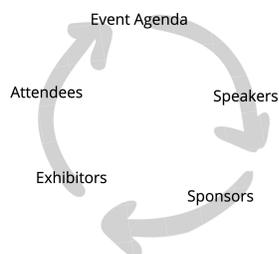
What's an event without people attending it? You need to bring in people (*loads of them!*) to label it as an event. Otherwise, it'd be more of a 1-to-1 session or a group meeting! — and this also makes it the most tricky part.

How do you attract people to join your event? Through smart marketing.

Be ready with a marketing pipeline, taking care of outreach emails, content strategy, sending reminders, run ads, and utilize digital media to promote your event. And above all, make sure you select a kickass subject/agenda, so people are automatically attracted to attend your virtual event.

So, summing up, organizing a virtual event is all interlinked. Okay, we'll make it easy for you. It looks something like this:

< infographic - for reference, not exact! >



While virtual events dominated 2020, scenarios have changed today. In 2021, as the world opens up, HYBRID EVENTS are the future of events 🎤

Hosting an event can be daunting, especially when you haven't done it before and don't have a set plan, or don't know the essentials. But, can we tell you, it isn't that difficult. With the right strategy and simple tips, you can host any type of virtual event — ranging from meetings, conferences, dance workshops, job fairs, hackathons, employee and member engagement events, and more.

And there was Part 1 of Hosting Virtual Events. Stay tuned for Part 2 – **“How To Select The Right Platform For Your Virtual Event”** — in this 5 part series.

P.S. — We have a special something 😁 planned for you this month (*hint: it involves virtual events: duh! obvio.*) Follow us on Instagram and LinkedIn to get regular updates.

How to Select the Right Platform for Hosting a Virtual Event?

So, you already know what you gotta do *before* hosting a virtual event ([Part 1](#)). Moving on to the next crucial part i.e. **where to host an event** and **how to select the right platform**.



We'll help you find that key 🗝️ — After you finalize your event agenda and other aspects ([refer: Part 1](#)), here's a **checklist** of things you should consider while selecting a virtual event platform for hosting and managing your digital event:

1. Analytics and Real-time Data

You are smart 😎 You know about data and its super-huge importance. **Data is the new gold. It's everything** (*and we're not even exaggerating!*). Companies are fighting over data, and one who has the data is the real kingmaker. So, if you've to select a single thing in your virtual event platform, it should be [this](#).

The platform **MUST** provide analytics tracking tools, and preferably, real-time data as well. This helps measure event success, make predictions for the future, avoid pitfalls, and improve decision making.

Consider points like, whether the platform provides:

- **All-round insights about the event** (including user interest, engagement levels, activity, etc.)
- **Real-time metrics** to track event ROI during and after the event

2. Social Media Savvy (Access + Integration)

If it's not on social media, it did not happen 😊 Intriguing or disgusting, but that's the reality of today's virtually connected world. And as a business, you have to create that visibility for your brand – online. Social media, then, is a great asset for marketing, creating buzz, and interest generation. It also plays a major role in keeping up engagement levels and boosting connectivity before-during-and-after the event.

Make sure that your virtual event platform provides you an option to connect social media platforms available and also that your event attendees are able to make the most of it — especially if they want to share something directly on their social media handles through the platform during the event.

3. Branding and Customization Options

Okay, let's say your business is called "Sail" ⚓ And it is known for its signature: **red • blue • white** branding. But, you decide to host an event online, and all your attendees see is a **weird yellow** and **dull green** all over — and *it doesn't feel like your event anymore*. We don't want that now, do we?! Of course not.

So, yeah, any virtual event platform that you're collaborating with should have brand customization features. It's YOUR EVENT after all, and you should be able to **brand your event your way**.

Points to consider:

- What's the scope for branding available on the platform for your business?
- What features does the platform offer for personalization?
- Does it also offer to do your event website, dashboard, emails, etc.?

4. Automation & Scheduling



It's the age of technology. You don't do things on your own. You schedule it. Automate it. *Who're we kidding! You're hosting a VIRTUAL event. Of course, you know that!*

So, while organizing a virtual event, your event platform collaborator should preferably provide a wide array of automation tools for event management — for automating branding customization, social media integration, tracking analytics, and predicting trends... *especially if you're running short on time and resources!*

If the event platform does not provide automation features on its own, check if you can integrate third-party automation software with the platform.

5. Event Management Resources

Preferably, and we don't say this is essential, but **your virtual event partner should take away your hassle of managing your online event**. It should be like your physical event planning agency — wherein you just give a brief about your event, tell them your expectations, and sit back while the agency does the work for you 😎

Having smoothly integrated event management resources on the virtual platform helps plan and execute your event well, thus ensuring event success. You can consider points like:

- Is there a **mobile app** with in-app features, polls, push notifications, etc.?
- Can the event partner take care of **email marketing** (like sending reminders, surveys)?

6. Monetization and Sponsorship Opportunities

Virtual events mean wider reach, and wider reach means more opportunities for conversion and monetization 💰 Virtual event platforms usually provide a separate space for running advertisements, sponsorships, and showcasing products — through which you can maximize event benefits. Check this option as an essential feature too.

7. Interactive Spaces (Networking & Community Features)

What good is an event if it doesn't feel like an event at all? If attendees cannot interact with each other or the speakers? 😞 So, yeah, you need interactions and networking features in your virtual event hosting and management partner platform.

Features can include live Q&A option, interesting polls, in-event surveys, post-event feedback, among others. As an addition, the platform can also offer other features that mimic real-life event experience like:

- One-on-One Meeting Rooms

- Lounge for Speakers
- Customized Waiting Lobby
- Exhibitors' Hall, etc.

This space also gives a window to attendees for engagement and boosts the overall event experience.

8. Recorded / Live Session Option

Virtual events mainly thrive on Live content for keeping attendees engaged and the interactions going on. The platform should be adept in carrying out live sessions — which include smooth audio/video, lag-free screen sharing, seamless sync, etc. 🎤

Sometimes, when hosting a live session isn't possible, the platform should also provide an option for playing pre-recorded content, and schedule it accordingly (*taking us back to automating the process!*).

Plus, your virtual event platform partner should have the feature to record live sessions and offer a recording to keep as resources – so, you can access and utilize that content anytime.

You can clear certain things like:

- Where will the content be accessible?
- Duration of access to content? And who can access it?
- Intellectual Property (IP) rights would remain with whom?
- Any extra charges involved for procuring content?

9. Active Troubleshooting Support

Let's face it. Digital media and the internet have their own shortcomings. The networks can be jammed, connectivity might be poor, or there's some sudden glitch that comes up while the event is live — like the speaker's audio and video are not in sync. *We don't want your event to be canceled just because there was a bug that could've been addressed in just 5 minutes.*

So, your virtual event hosting and management partner should be proactive in identifying the core issues and troubleshooting them immediately to ensure a smooth event experience. This is one of the most overlooked aspects while choosing an event associate, but also one of the important points. *After all, we should always be prepared for any avalanches.*

10. Security!!! 🚨

Okay. The last point. Your virtual event platform partner checks almost all of the above points. But... it means nothing if it does not ensure you of security. Along with event attendees, your

virtual event might attract some unwanted guests (like unethical hackers) — who can hack the systems, resulting in a data breach, thus, compromising security.

And because there would be emails, passwords, and data involved of thousands of people, your virtual event collaborator must provide an efficient, stable, and secure system — that ensures safety while sharing files, or storing emails/passwords.

What?! You don't believe these can be found in one platform?



Think this is impossible for one platform to have all of that? Thought we were kidding when we presented that list for you?! Na-ah. **I-M-POSSIBLE.** And that's where we come in...

How can Hubilo Help?

Hubilo is your one-stop solution to virtual / hybrid event hosting and management ☆

With Hubilo, you can customize your event the way you want and bring in your brand personality. Our **Exhibitor Dashboard** and **Virtual Booths** allow exhibitors and sponsors to showcase their profiles and products and monetize effectively.

Missing those typical fancy meeting rooms? Ease to interact with others at an event? Hubilo's **breakout session and demo rooms** perfectly mimic the real ones. We have recreated that real "networking" experience with a **lounge** feature for a **one-to-one meeting**, where attendees can chat or interact with each other and the speakers as well — bringing in those face-to-face interactions and a community feel 🗣️

Virtual meeting dashboard, event feed, interactive sessions, chats, or sponsored contest – you name it, we got it. And more! Hubilo's Mobile App allows people to join the events on-the-go. With dedicated event success managers and virtual event management systems, Hubilo is the only event organizers that you need for your virtual event.

We can't see a reason why not. Can you!? Click this for a **LIVE DEMO**.

And that brings us to the close of Part 2 of Hosting Virtual Events. Stay tuned for Part 3 – **“Branding your Virtual Venue & Maximizing Branding Opportunities for Exhibitors”** — in this 5 part series. Stay tuned! 😎

5 Tips For Branding Your Virtual Event

We're hoping that you already know by now:

1. What to do *before* hosting a virtual event? (Part 1)
2. How to find the best virtual platform for your event? (Part 2)

And here's continuing our series.

In Part 2 / 5, we told you how customization & branding form the core of any event experience. And even if it is virtual, ***your event should feel like your event***. Here, the topmost priority is that your virtual event platform partner should provide you with theme customization and branding options.



[Meanwhile, here's what NOT to do! 😊]

So, after you confirm about the branding option with your event platform partner, here is a 5-point strategy that would brand your event successfully —

1. Choose the right name for your event

The first step to branding a virtual event is setting your agenda and choosing the right name for the event. Think about something that is **easy to understand** and **highlights the objective of your event**.

When choosing a name, you can take inspiration from these successful virtual events:

- [Salesforce World Tour: Sydney Reimagined](#)
- [The NBA Restart](#)
- [Tomorrowland Around The World](#)
- [The Quintessa Virtual Event Experience](#)

Why do these titles work?

Because the names have:

- The brand's name: boosting the credibility;
- Highlight what attendees can expect from the event: increasing the chances of attracting the right audience.

2. Create a Compelling Landing Page

Your landing page is where participants can **get every single detail about your virtual event**, including the date and time of the event, what it is all about, the speakers, the format, the registration link, and other resources.

Make sure that your copy is compelling enough to encourage users not only to browse, but also to register. For example, [MozCon Virtual 2021](#) highlights not only the content of the event but also the speakers, what's in it for you, and the kind of people you'll meet in the virtual event — i.e. it gives people a real sneak peek inside the event, creating interest and *"I want this!"* factor.

Not Your Typical Marketing Conference.

By popular demand, MozCon once again is coming to a computer screen near you! Join Ringmaster Roger under the big top for insights and tactical presentations from industry leaders in SEO, search marketing, mobile, conversion optimization, local search, and more. While the world changes around us, SEO doesn't stop — searchers keep on searching, and marketers need to stay sharp to meet their needs.

Connect virtually with the MozCon community, speakers and Moz staff. Discover new tools to add to your marketing stack, and even receive a virtual hug from our friendly Ringmaster, Roger Mozbot.

Don't miss out on your chance to secure your virtual seat. [Grab your spot now!](#)

Speakers



Take a peek at our lineup of extraordinary speakers ready to share their top advice and help you navigate through the trenches of marketing.

[Check out the speakers!](#) ↻

Content



Discover next-level tactics on everything from ranking higher in today's evolving search landscape to making data-driven decisions in your marketing initiatives.

[Check out the agenda!](#) ↻

Community



Whether you're an SEO, marketer, or executive, you'll connect with all kinds of like-minded people at MozCon.

[Learn more!](#) ↻

([Source](#))

3. Use Email Marketing Wisely

Email marketing remains to be one of the best ways to promote and brand your virtual event.

Use banners, customized CTAs, and smart copy — so people remember you, and make them look forward to your event by generating interest. You can do this by dropping subtle hints about the event topics, speakers, and other details.

Note: Do not divulge the complete thing, else who would attend the event?! 😊

Also remember, while a sales executive might want to attend your event for one reason, a marketer might attend for another. So, if your event covers a wide range of topics, consider segmenting invitations for different audiences to better highlight the value your event will provide to each attendee.

[SEMrush](#), for example, is definitely great at segmenting their email list. While they host various events every year, the only one I got invited for (via email) is the “Content Marketing Trends 2020” (*isn't that exciting for a writer?*)...

SEMrush is excited to invite you to [Content Marketing Trends 2020](#), an exclusive event for Content Marketers!

We hope you'll join us for an afternoon of networking, learning, and fun. During this special event, you will have the chance to hear from expert content marketers Andy Crestodina, Michael Brenner, Linda Grasso, and Dale Bertrand on the most impactful trends and lessons learned in Content Marketing during 2020. Information about our speakers can be found by clicking the “register” link below.

[Register](#)

WHEN: Thursday, December 3rd, 2020 ~ 1:00 - 4:00 pm

WHERE: Your House!

In order to guarantee your spot at this exciting event, please [RSVP as soon as possible](#).

We're looking forward to meeting you in December!

Best regards,



Maddie Bird,
Event Marketing Manager
SEMrush
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4. Build a Unique Event ‘Brand’ Kit

Custom products and accessories have always been an important branding element. Earlier, brands used to send traditional products (t-shirts, coffee mugs, keyrings etc.) in the event kit. However, with the virtual movement, you can consider offering items like:

- E-commerce gift cards
- Digital bullet journal
- Digital templates (relevant to the event)
- Additional Online course access

- Virtual Backgrounds (to be used during event)
- Gym memberships (virtual), eBooks, etc.
- Digital Artwork (Print-outs, Coloring pages, etc.)

And remember: **Everything with your event's customized branding** — that means colors, fonts, logo, content style etc.

For example, Sprout Social hosted a virtual event for its customers: [Sprout Sessions Digital 2020](#). The first 500 participants received a unique branded package. Attendees took to Twitter to share the kit, thereby promoting the event and enhancing the brand image.



Thank you @sproutsocial for the generous goodies!
We've enjoyed staying up-to-date on all things social with #SproutSessions.



9:30 PM · May 21, 2020 · Gain Platform

5. Be Consistent

Lastly, and most importantly, do not keep changing your brand identity. Be consistent with your identity. This means it needs to be the same across all touchpoints and customer-facing channels.

Your target audience has seen and knows your brand. Staying constant with branding will just refresh their memories and make them connect with your event quickly.

The best way to stay consistent is by leveraging color palettes, fonts, styles, graphics, and designs similar to the ones that you have been using for your business. Also, keep your brand's tone consistent when marketing your event.

And that's really it.

Nail your branding with these tips. Make your online event more successful and let your event add on to your business. Happy Branding! 😎

Coming up next in the series: **Onboarding sponsors, partners & exhibitors for your virtual event**. Stay tuned!

Onboarding Sponsors, Partners & Exhibitors for Your Virtual Event

By far, you know:

1. What to do *before* hosting a virtual event? (Part 1)
2. How to find the best virtual platform for your event? (Part 2)
3. How to brand your virtual event successfully? (Part 3)

And now, cut to the real chase...



You need finances for organizing any event. Onboarding sponsors, partners, and exhibitors is an understood step, right?! They bring in the cash flow to make your virtual event a possibility. But with [80% of corporate sponsors](#) interested in investing in virtual events, finding exhibitors and sponsors isn't an easy task.

However, there are certain strategies you can employ that can increase your chances of onboarding sponsors, partners, and exhibitors for your virtual event. Let's get started...

1. Use Online Platforms to Find Sponsors for Your Event

Event organizers are always looking for sponsors, and sometimes, sponsors are also looking for events directly. Which is why several online platforms bring sponsors and event managers together, such as:

- [SponsorMyEvent](#): An online marketplace for event sponsorships, SponsorMyEvent is used by brands like Forbes, TEDx, and Startup Grind.
- [OpenSponsorship](#): This platform is perfect for athletes, teams, and sports-related events.

- [SponsorPitch](#): It allows you to quickly find potential sponsors with industry-leading filter and search functionality.

2. Pitch to the Right Sponsors

Now that you have created a list of potential investors for your virtual event, it's time to narrow down your options. Categorize the list of prospective sponsors that would be interested in your virtual event based on verticals, demographics, or product offerings.

At the same time, ensure that your sponsors can provide enticing resources and perks to your attendees as well. Another thing to look for when filtering out the sponsors' list is that they should have a target audience slightly adjacent to yours.

This way, everyone [you, your sponsor, and the attendees] benefits equally from the event. A win-win for everyone! 🎉

3. Highlight “What’s In It for Them?!”

Sponsorship is all about building a give-and-take relationship. Sponsors want to make the most out of their investment. Thus, it is crucial to highlight what's in it for them.

Here are some things you can offer to your virtual event sponsors:

- Logo placement opportunities
- Branded banners, pop-up ads, or targeted messages on marketing campaigns
- Branded posts on social media
- Special Pop-up ad space on your platform
- Introductions and video ads
- Sponsored listings and highlighted exhibitors
- Branded gamification
- Branding on registration pages
- Sponsored Q&A sessions

You can use tools like [Sponseasy](#) to create professional sponsorship proposals with its pre-built templates and drag-and-drop builder.

4. Offer Different Sponsorship Tiers

Not all sponsors are the same. Their requirements can be varying too. So, it is recommended to create multiple sponsorship tiers – each level offering different benefits and sold at a varying price.

Here is an example of different sponsorship tiers that you can offer as an event organizer–

- **Bronze @ \$500** – Sponsor placement in event marketing materials, company’s logo on your website, a virtual sponsor gift, and a 30-second promo video at the start of the event.
- **Silver @ \$1,000** – Everything in the bronze + branded transitions between videos and a dedicated sponsor landing page.
- **Gold @ \$2,500** – Everything in the silver + special sponsored sessions, virtual trade show booth, and a 30-minute session in the event (limited slots).

Make sure to document everything to avoid any confusion, disappointments, and disagreements down the line ✍

5. Leverage Data to Make Sponsors & Exhibitors Feel Confident

Every sponsor will have their own expectations and goals from your event [be it financial, lead generation, or even brand awareness]. The more confident they feel about accomplishing them, the more likely they are to partner up with you and sponsor your event.

For this, you can leverage data and analytics, pointers including:

- Potential audience size vs. number of attendees
- Social media reach
- Leads captured
- Direct audience engagement
- Survey results (if you have conducted any)

If you have conducted any virtual events in the past, you can share its data to further boost their confidence. Consider sharing:

- Gross revenue from promotions
- The number of event attendees vs. registrants
- The number of members who are still associated with your business
- Your attendees’ demographics (geographical location, industries they represent, etc.)
- Potential reach (both online and offline)

Looking ahead...

Just like offline events, virtual events also offer similar sponsorship and exhibiting opportunities. All you need to do is follow the right strategies.

Coming up next in the series: “**Maximizing Branding Opportunities for your Exhibitors**”.

Read previous parts here:

1. What to do *before* hosting a virtual event? (Part 1)
2. How to find the best virtual platform for your event? (Part 2)
3. How to brand your virtual event successfully? (Part 3)

Maximizing Branding Opportunities for Exhibitors & Sponsors

So, we've already covered:

1. What to do *before* hosting a virtual event? (Part 1)
2. How to find the best virtual platform for your event? (Part 2)
3. How to brand your virtual event successfully? (Part 3)
4. Onboarding Sponsors, Partners & Exhibitors for Your Virtual Event (Part 4)

And now, the final one... *Naah! We've one surprise article for you after this too. Stay with us because we'd be telling you about a crucial part of events: **MARKETING!***

Now, onto this one.



Apart from being the finances, sponsors attach their brand image and brand value to your event as well — thereby enhancing its credibility and reliability. So, it is important that your event generates value for them too.

However, without the traditional promotional methods used for in-person events (such as banners, massive signage, or face-to-face meetings), offering the placements that sponsors expect might be tricky.

But, you know what, there are several ways to maximize branding opportunities for sponsors in your virtual event. Here we go —

1. Incorporate Sponsors Details When Marketing Your Event

Now that you don't have physical locations to promote your sponsors, leverage the digital space completely to give your sponsors & exhibitors the brand awareness and presence that they are expecting.

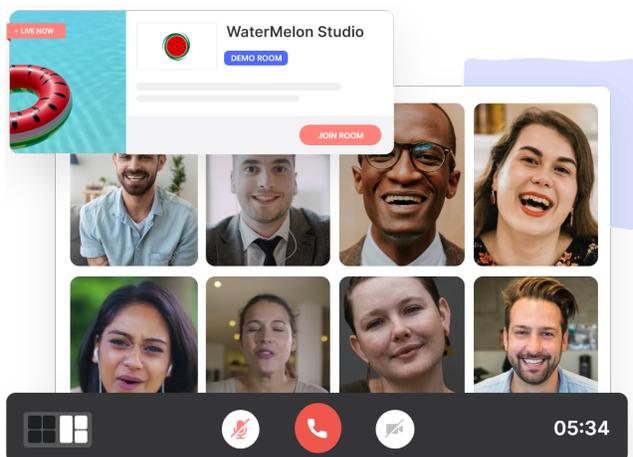
From social media creatives to email campaigns, incorporate their details in each of your event marketing campaigns. You can do this by:

- **Logo placement:** Include the logos of your sponsors and exhibitors on your event registration website, landing page, e-banners, emails, and even paid ad campaigns.
- **Social media shoutouts:** Post about your sponsors on social media. You can write a thank you post (for sponsoring you), highlight their products, or might as well go LIVE with them before your event on social media. This helps with engagement and interest generation too.
- **Sneak-peek into the virtual event:** If you have planned sponsored campaigns (like sponsored speaking opportunities, virtual booths, gamification, etc.) as part of your virtual event, give your attendees a sneak-peek into that world. This will help generate buzz and anticipation about your event while promoting your sponsors.
- **Emails:** Mention your sponsors and include their links in all your event-specific email communications.

2. Create a Special Online Spaces for Sponsors

Online spaces or virtual booths allow attendees to have one-on-one meetings with one of the company's representatives. These meetings can be pre-scheduled or a scroll-through virtual exhibition hall where attendees get prompts to join an available booth to meet with the sponsor's staff.

Here is an example of how online spaces work. It has a live chat option where interested attendees can communicate with the company's representatives in real-time, thereby driving them new business.



3. Get Your Top Sponsors to Speak In Your Event

Offering speaking opportunities is a great way to get your sponsors involved in your event directly. They can provide quality knowledge, share their experiences, introduce their services, or simply interact with the audiences.

This way, they can get their name out there while adding value to your event too. However, allowing all your sponsors to speak might not be a good idea as it might negatively affect the user experience (attendees are here for you, right?).

So, it is recommended to offer speaking opportunities only to the top sponsors or selected sponsors.

4. Provide Special Branded Offers to Attendees

Special offers are a great way to drive event registrations (and attendance) and give your sponsors the much-needed brand exposure. Besides, it might provide your sponsors with tons of leads (depending on your event's reach).

You can share sponsored offers after a user signs up for your event, during the event, or after the event. These offers could be anything from a free goodie bag to a discount on your sponsors' products.

5. Include Fun, Interactive Activities

You can incorporate a fun game in your event with the name of sponsors and exhibitors. For example, you can do a [treasure hunt](#), where participants have to find specific items (listed by you) or complete certain tasks on your virtual event platform. This way the attendees get to explore the showroom floor and visit different virtual booths (sponsored online spaces) to find clues or items.

Or you can also conduct a quiz round. The first one to find all the items, complete the task, or has the maximum right answers — wins a grand prize from your sponsors. You can even consider rewarding second and third winners. This way, you can keep your attendees engaged and excited throughout the event while highlighting sponsors and exhibitors.

Summing Up...

With these strategies, you will be able to keep up with the sponsor's expectations and enhance your brand value.

Wrapping up our series with a surprise article on Event Marketing: **How To Market Your Virtual Events** — to attract more attendees. Stay with us. And we'll be back tomorrow!

5-Point Marketing Strategy for Your Virtual Events

Previously, on Hubilo:

1. What to do *before* hosting a virtual event? (Part 1)
2. How to find the best virtual platform for your event? (Part 2)
3. How to brand your virtual event successfully? (Part 3)
4. Onboarding Sponsors, Partners & Exhibitors for Your Virtual Event (Part 4)
5. Maximizing Branding Opportunities for Exhibitors & Sponsors (Part 5)

And now, the surprise! The **most crucial** factor that decides your event success — **Marketing**.



With the increase in popularity of virtual events, the landscape has become quite competitive. Without a robust marketing plan, your virtual event might get lost in the digital shuffle. To make things easier for you, we have created an efficient strategy that you can use to market your virtual events and attract more registrants.

Let's get started...

1. Target the Right Audience

The first step to marketing your virtual event is understanding your target audience. If you nail this, 50% of your work is done. This will allow you to create a tailored marketing campaign and attract the segment of attendees that are actually interested in your event.

Here are some questions that can help you find your ideal target audience:

- What problem does your event aim to solve?
- Who is likely to have those problems?
- Where do they spend time online?
- What are their demographics (age, location, profession, etc.)?

- What is their expertise level (beginner, intermediate, or expert)?
- What are their goals?

If you have conducted a similar event in the past, look within your database to identify your ideal target audience.

2. Leverage Co-Branding

Co-branding is a strategy where your partners and sponsors promote your event to their audience. It includes sending emails and social media shoutouts. Co-branding helps boost awareness, drive more registrations, and improve your event's credibility.

For example, [QuantumBlack](#) took to Twitter to share that they will be joining [REWORK](#) for their virtual event:



REWORK also tweeted to thank QuantumBlack for partnering with them.



This way, both the companies reached each other's audiences while still promoting the event. A win-win situation for both.

3. Promote Your Virtual Event on Social Media

With over [3.78 billion people](#) using social media, it is undoubtedly one of the most powerful channels to brand your virtual event. You can follow a number of strategies to promote and brand your event on social media, such as:

- Create Facebook events and share them with your followers. The best part? Facebook notifies attendees' friends about the event with a notification like this.
- Create a branded hashtag that your participants can use to find all the content related to your event across different channels. Remember, the most useful hashtags are unique, short, and easy to spell.
- Run paid ad campaigns to widen your reach and attract people who are more likely to attend the event.
- Publish teasers and interviews with the speakers of your event to build the hype and provide your audience with useful information.
- Request the speakers to post about your event from their social handles. This will increase your reach and generate more publicity for your event.

4. Don't Forget Email Marketing

[76% of marketers](#) say that email marketing is the most effective way to drive registrations. Send highly-curated emails to your subscribers to spread the word about your virtual event.

Also, make sure to craft a compelling subject line to entice recipients into opening the email. At the end of the email, add a call-to-action (CTA) to encourage users to take action.

A great event promotional email includes:

- A top banner with the event name, agenda, and preferably speaker images
- Highlights what attendees can expect from the event
- A CTA that takes users to the registration page.

5. Introduce Surprise Guests

Want to get your attendees talking even after the event? Invite surprise guests to share their experiences and knowledge with attendees. It could be anyone: a top authority in your field, a celebrity, or a CEO of a leading company.

These unexpected visits can keep your viewers engaged throughout the event. It can also increase their chances of attending your next events (*who doesn't love surprises?*), not to mention the promotion you will get from them on social media.

Make sure you mention this “Mystery Event” or “Surprise Guest” in your promotional campaigns to pique the interest of your audiences.

And Wrapping This Up...

With virtual events becoming common, marketing is a critical aspect that can help you stand out from the crowd and ultimately increase participation. Use these strategies to spread the word about your virtual event and increase the chances of success. *Happy Marketing!*

And this brings us to the series closure — Organizing Virtual Events :)

You can catch up on the previous parts here:

1. What to do *before* hosting a virtual event? (Part 1)
2. How to find the best virtual platform for your event? (Part 2)
3. How to brand your virtual event successfully? (Part 3)
4. Onboarding Sponsors, Partners & Exhibitors for Your Virtual Event (Part 4)
5. Maximizing Branding Opportunities for Exhibitors & Sponsors (Part 5)

Stay tuned for more! And keep following us on Instagram, Facebook, Twitter, and LinkedIn.