

	DAY	TIME	PLATFORM	CONTENT TYPE	TOPIC	NOTES	Content STATUS
20-January-2021	Wednesday	2300-0000	LinkedIn	POST 2	Bringing emotions to virtual events		Posted
			Twitter				
		1930-2130	Instagram	POST 2	Bringing emotions to virtual events	Need CAROUSEL graphic	Posted
			Facebook				
21-January-2021	Thursday	1930-2130	LinkedIn	POST 3	Advantages of Virtual Events		Done
			Twitter				
		2300-0000	Instagram	POST 3	Advantages of Virtual Events	Need CAROUSEL graphic	Done
			Facebook				
			Blog	Article 1	4 Things To Note Before Hosting A Virtual Event	Need BLOG BANNER + 1 graphic	Done
22-January-2021	Friday	1930-2130	LinkedIn	POST 4	Organizing a virtual event in 20 days — introducing event agenda	-- same carousel as IG --	Done
			Twitter				
		2300-0000	Instagram	POST 4	Organizing a virtual event in 20 days — introducing event agenda	Need CAROUSEL graphic	Done
			Facebook				
			Blog	Article 2	How to Select the Right Platform for Hosting a Virtual Event?	Need BLOG BANNER graphic	Done
23-January-2021	Saturday	1930-2130	LinkedIn	POST 5	Podcast Sneakpeak - Courtney Stanley		Done
			Twitter				
		2300-0000	Instagram	POST 5	Podcast Sneakpeak - Courtney Stanley	Need VIDEO snippet	Done
			Facebook				
			Blog	Article 3	5 Tips For Branding Your Virtual Event	Need BLOG BANNER graphic	Done
24-January-2021	Sunday	1930-2130	LinkedIn	POST 6	Introducing Speaker - Chris Powell		Done
			Twitter				
		2300-0000	Instagram	POST 6	Introducing Speaker - Chris Powell	Need SINGLE graphic	Done
			Facebook				
			Blog	Article 4	Onboarding Sponsors, Partners & Exhibitors for Your Virtual Event	Need BLOG BANNER graphic	Done
WEEK 3							
25-January-2021	Monday	1930-2130	LinkedIn	POST 7	Introducing Speaker - Emma/Sophie		Done
			Twitter				
		2300-0000	Instagram	POST 7	Introducing Speaker - Emma/Sophie	Need SINGLE graphic	Done
			Facebook				
			Blog	Article 5	Maximizing Branding Opportunities for Sponsors & Exhibitors	Need BLOG BANNER graphic	Done
26-January-2021	Tuesday	2300-0000	LinkedIn	POST 8	Introducing Speaker Panel for FOE 2.0		Done

DAY	TIME	PLATFORM	CONTENT TYPE	TOPIC	NOTES	Content STATUS	
			Twitter				
	1930-2130	Instagram	POST 8	Introducing Speaker Panel for FOE 2.0	Need CAROUSEL graphic	Done	
		Facebook					
		Blog	Article 6	5-Point Marketing Strategy for Your Virtual Events	Need BLOG BANNER graphic	due 25-jan	
27-January-2021	Wednesday	2300-0000	LinkedIn	POST 9	3 Ways to Brand Your Virtual Event - elaborate on event sub-agenda #3	Done	
			Twitter				
	1930-2130	Instagram	POST 9	3 Ways to Brand Your Virtual Event - elaborate on event sub-agenda #3	Need CAROUSEL graphic	Done	
		Facebook					
28-January-2021	Thursday	1930-2130	LinkedIn	POST 10	Speakers / Sub-agenda / Summary	Done	
			Twitter				
		1930-2130	Instagram	POST 10		Need CAROUSEL graphic	Done
			Facebook				
29-January-2021	Friday	2300-0000	LinkedIn 11	POST 11	Post-event overview — Statistics: "IMPACT CREATED"	Need CAROUSEL graphic / VIDEO	Done
			Twitter				
		1930-2130	Instagram	POST 11	Post-event overview — Statistics: "IMPACT CREATED"	Need CAROUSEL graphic / VIDEO	Done
30-January-2021	Saturday	2300-0000	LinkedIn	POST 12	5 Virtual Event Ideas for your Next Virtual Event	Done	
			Twitter				
		1930-2130	Instagram	POST 12	5 Virtual Event Ideas for your Next Virtual Event	Need CAROUSEL graphic	Done
			Facebook				
31-January-2021	Sunday	— Event overview (DISCUSSION) with team —				No posting on Social Media	

POST #	DATE	DAY	TYPE	NATURE	TOPIC	CREATIVE COPY (for IG GRAPHICS)	EXTRA INSTRUCTIONS	INSTAGRAM CAPTION + HASHTAGS
1	12-January-2021	Tuesday	Video	Fun / Engaging	Fun caption for video!	- none -		<p>From Offline to Online To HYBRID — the transformation in the event industry was crazy! — Which is why we had got you “The Future of Events After 2020” — where industry experts bounced off ideas like:</p> <p>Reimagining Events — by @WillCuran Intelligence is a Game Changer — by @DeepakLamba, @RahulMatthew & @AyushAgarwal Reimagining Physical Experience for your Virtual Events — by @SamEitzen, @CasseyAite, & @VaibhavJain ...and so much more!</p> <p>· · ·</p> <p>They shared interesting insights on:</p> <ul style="list-style-type: none"> • How to replicate physical event experience into virtual ones? • AI, AR, VR — What in the new age of event intelligence? • How audience engagement is the key factor & how to *boost* it? <p>The event is done. But guess what? You can catch up on all the missed sessions! Watch On-Demand Sessions on our platform.</p> <p>< link in bio ></p> <p>And we've another *surprise* planned for you too! Stay tuned to the page for updates. TURN ON THE NOTIFICATIONS</p> <p>#event #events #eventindustry #conference #webinar #virtualevents #virtualevents #virtualevent #meeting #meetingonline #virtual #virtualeventing #virtualeventplanning #eventindustry #eventsolutions #eventplanner #eventmangement #virtualexperience #virtualeventplanner #virtualeventplatform</p> <p>#Hubilo #HubiloVirtual #FOE2.0</p> <p>< post this link in bio — Register here: https://thefutureofevents.hubilo.com/ ></p>

2	20-January-2021	Wednesday	Carousel	Fun / Educational	Bringing emotion to virtual events (How to add that real-world feel to virtual world)	<p>Slide 1 — 4 Ways To Add REAL WORLD EXPERIENCE To Virtual Events</p> <p>Slide 2 — 1 KEEP. IT. REAL. Don't just read off a script. Present like you're doing it on stage.</p> <p>Slide 3 — 2 Make the event INTERACTIVE Talk. Shoot fun questions (pineapple on pizza?!)</p> <p>Slide 4 — 3 Use SOCIAL MEDIA proactively Create specialized hashtags for the event. Tweet, post, share. Everything.</p> <p>Slide 5 — 4 Notch it up with AR Create live demo. Make people experience the physical space right from home!</p> <p>Slide 6 — Evoke emotions. Connect with people. And...</p> <p>Slide 7 — Remember to have fun! < hubilo logo ></p>	Require CAROUSEL graphic. (Dimensions)	<p>Let's accept it! We talk with our laptops and phones the whole day. We have forgotten human interaction and we speak in emojis — but, attending a virtual event does not mean you lose out on the physical event experience!</p> <p>So if your business is hosting a virtual event, here are 4 ways you can add real-world feel to it</p> <p>[swipe to know]</p> <p>#event #events #eventindustry #conference #webinar #virtualevents #virtualevents #virtualevent #meeting #meetingonline #virtual #virtualeventing #virtualeventplanning #eventindustry #eventsolutions #eventplanner #eventmangement #virtualexperience #virtualeventplanner #virtualeventplatform #emotions #feelings</p> <p>#Hubilo #HubiloVirtual #FOE2.0</p>
3	21-January-2021	Thursday	Single	Interest generation	Advantages of Virtual Events! — connectivity, no borders, etc.	<p>- none -</p> <p>[graphic idea : something involving globe, connectivity, people]</p> <p>Did you know your business can have presence across all 193 countries</p>	Require SINGLE graphic.	<p>Did you know? Your business can have presence across 193 countries — (expect Antarctica & Greenland, because no internet!) HOW??! — Virtual Events</p> <p>Taking your event virtual has amazing advantages, like:</p> <ul style="list-style-type: none"> — Speakers can be anywhere, join in from anywhere! — Larger, more diverse audience to stream to... — No limits on attendee count! — Connect with your consumer anywhere! — Improved analytics and trend tracking / prediction! — No travel / visa / jetlag issues <p>Virtual events are easy to set up, manage, and execute. And so versatile! Give out fun digital resources, create interesting screen transitions, virtual backgrounds, or bring in Augmented Reality (AR) and notch it up further ——— Take your event online. And host an event WITHOUT BORDERS. No limits. With Hubilo!</p> <p>#event #events #eventindustry #conference #webinar #virtualevents #virtualevents #virtualevent #meeting #meetingonline #virtual #virtualeventing #virtualeventplanning #eventindustry #eventsolutions #eventplanner #eventmangement #virtualexperience #virtualeventplanner #virtualeventplatform #noborders #nolimits</p> <p>#Hubilo #HubiloVirtual #FOE2.0</p>

	4 22-January-2021	Friday	Carousel	Educational + Article Promotion	Organizing a virtual event in 20 days: The requirements	<p>Slide 1 — 7 Steps to Organize a Virtual Event in just 20 days</p> <p>Slide 2 — Step 1 Lay out your event AGENDA.</p> <p>Decide what's the event about, sessions, speakers, time, etc.</p> <p>Slide 3 — Step 2 Select the right virtual PLATFORM according to your event requirements.</p> <p>Slide 4 — Step 3 BRAND your event as per your business identity.</p> <p>Slide 5 — Step 4 Bring in STAKEHOLDERS. i.e. sponsors, exhibitors & partners.</p> <p>Slide 6 — Step 5 Finalize your Go-to-market (GTM) plan.</p> <p>Slide 7 — Step 6 Promote your event. Market like crazy!</p> <p>Slide 8 — Step 7 LAUNCH!!!</p> <p>Slide 9 — This is a bird's eye view. ...giving a broad overview of what's involved in a virtual event.</p> <p>Slide 10 — There are many other details involved in each step. Curious? Follow: Link in Bio. <hubilo logo></p>	Require CAROUSEL graphic.	<p>We know it can be daunting to host a virtual event *Some even think it's not possible, or that their business isn't meant for the "virtual".* But, whosoever says that hasn't read our 7-step guide on organizing a virtual event.</p> <p>At Hubilo, we'll guide you — so you can set-up your virtual event in JUST 20 DAYS! — giving you insider tips on the complete virtual event planning, strategizing, and management journey.</p> <p>Swipe to know more >>></p> <p>#event #events #eventindustry #conference #webinar #virtualevents #virtualevents #virtualevent #meeting #meetingonline #virtual #virtualeventing #virtualeventplanning #eventindustry #eventsolutions #eventplanner #eventmangement #virtualexperience #virtualeventplanner #virtualeventplatform #20days #organize #eventplanning</p> <p>#Hubilo #HubiloVirtual #FOE2.0</p>
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5	23-January-2021	Saturday	Video	Video	PODCAST Sneakpeak + Fun caption to go with it!	- none - < video snippet to go out along with this > — preferably reels / igtv	VIDEO Snippet	<p>“Webinar is not the same as an entire virtual event experience.” — says Courtney Stanley.</p> <p>So, when we called her to our podcast, she blew us away with her perception and knowledge about the event industry and entrepreneurs at large. Here’s what she talked about —</p> <p>How 2020 opened a whole new world for her as a businessperson? Things that *actually* changed on ground level and how she adapted? Why data is crucial to event industry & businesses? [‘cos she is a data freak too!] What should event organizers and businesses do NOW? ... and loads more!</p> <p>And when she said: “We’re a community of A-type personalities: where we like things to be organized. Structured. We like to know that everything is in our control... So, in a year, where almost nothing was in our control, [everyone] felt lost, confused...” — we felt that!</p> <p>But, good thing, she gave a solution out of that too!</p> <p>Wanna know what? Listen to our podcast</p> <p>[link in bio]</p> <p>#event #events #eventindustry #conference #webinar #virtualevents #virtualevents #virtualevent #meeting #meetingonline #virtual #virtualeventing #virtualeventplanning #eventindustry #eventsolutions #eventplanner #eventmangement #virtualexperience #virtualeventplanner #virtualeventplatform #20days #organize #eventplanning</p> <p>#Hubilo #HubiloVirtual #FOE2.0</p>
6	24-January-2021	Sunday	Single	EVENT PROMO	Introducing Speaker - Chris Powell	DESIGN, PLAN, and DELIVER Successful Virtual Events Masterclass by Chris Powell (+ live Q&A session)	Require SINGLE graphic.	<p>Chris will open The FOE 2.0 with his masterclass talking about: His *Fail-safe* event function sheet!!! How to creating an audience-specific online experience? What and when to *charge* for your event? Hacks to nail your promotional campaigns What to *really focus on* while evaluating post-event metrics?</p> <p>And that's not all! There’s a ton more value... with a LIVE Q&A session at the end</p> <p>Chris has been leading the event industry since the past 20 years. He designs event management courses, and provides consultancy as well to successfully plan, manage, and execute events — with his own *special 8 P formula.</p> <p>Wanna know the secret formula?! Join us on the 28th — and get a chance for 1-on-1 interaction with Chris.</p> <p>Register NOW!</p> <p>[Link in bio!]</p> <p>#event #events #eventindustry #conference #webinar #virtualevents #virtualevents #virtualevent #meeting #meetingonline #virtual #virtualeventing #virtualeventplanning #eventindustry #eventsolutions #eventplanner #eventmangement #virtualexperience #virtualeventplanner #virtualeventplatform #20days #organize #eventplanning</p> <p>#Hubilo #HubiloVirtual #FOE2.0</p>

7	25-January-2021	Monday	Single	EVENT PROMO	Introducing Speaker - Emma / Sophie	<p>MONETIZE your Virtual and Hybrid Events</p> <p>Sophie Ahmed and Emma Hilditch Virtual Events Institute (VEI)</p>	Require SINGLE graphic.	<p>These super-women have been leading the events industry for more than 20 years. And they're here with Hubilo sharing their recipe for successful event execution AND monetization</p> <p>Sophie is the CEO & Co-founder @ VEI and has launched and led successful global events including exhibitions, conferences, award shows, and training workshops across multiple fields. Emma is a content director @ VEI and has developed more than 200 original event programs for the largest companies globally.</p> <p>Join these amazing ladies on 28-January-2021.</p> <p>Register NOW! — !! Get Your Full-Access Tickets !!</p> <p>[Link in bio!]</p> <p>#event #events #eventindustry #conference #webinar #virtualevents #virtualevents #virtualevent #meeting #meetingonline #virtual #virtualeventing #virtualeventplanning #eventindustry #eventsolutions #eventplanner #eventmangement #virtualexperience #virtualeventplanner #virtualeventplatform #20days #organize #money #eventplanning #Hubilo #HubiloVirtual #FOE2.0</p>
8	26-January-2021	Tuesday	Carousel	EVENT PROMO	Introducing Speaker Panel for FOE 2.0	<p>Slide 1 — Introducing Speaker Panel for The Future of Events 2.0 Slide 2 — Chris Powell, The Event Expert “How to design, plan and deliver successful and rewarding virtual events” Slide 3 — Ritam Bhatnagar, IFP Team “Branding your Virtual Venue & How to Market Your Virtual Event ” Slide 4 — Sophie Ahmed, Co-Founder & CEO @ VEI “Monetizing Virtual & Hybrid Events” Slide 5 — Emma Hilditch, Content Director @ VEI “Monetizing Virtual & Hybrid Events” Slide 6 — Moderated by: Courtney Stanley Event Emcee & Career Coach Slide 7 — Save The Dates: 28-January-2021 Slide 8 — Get your Full-Access *FREE* tickets. Register NOW. [Link in Bio]</p>	Require CAROUSEL graphic.	<p>28-January-2021 — The Future of Events 2.0 And joining our hubilo fam are the super-amazing personalities including... SWIPE to know</p> <p>And, of course, we also have a LIVE Q&A SESSION with every speaker for you!</p> <p>Get your Full-Access *FREE* tickets. Go. Register NOW.</p> <p>[link in bio]</p> <p>#event #events #eventindustry #conference #webinar #virtualevents #virtualevents #virtualevent #meeting #meetingonline #virtual #virtualeventing #virtualeventplanning #eventindustry #eventsolutions #eventplanner #eventmangement #virtualexperience #virtualeventplanner #virtualeventplatform #business #speakers #money #design #manage #organize #Hubilo #HubiloVirtual #FOE2.0</p>
9	27-January-2021	Wednesday	Carousel	EVENT PROMO	3 Ways to Brand Your Virtual Event – Elaborate on event #3	<p>Slide 1 — 3 Ways To Nail Your Branding For Virtual Events</p> <p>Slide 2 — 1. Choose The RIGHT NAME It should be easy to understand and highlight your event agenda.</p> <p>Slide 3 — 2. Build a UNIQUE BRAND KIT Virtually, you can give out resources like virtual backgrounds, digital journal, & online course access.</p> <p>Slide 4 — 3. Be CONSISTENT Don't change your brand identity in the middle of your campaign. Leverage same designs and palette.</p> <p>Slide 5 — Your virtual event should feel like your event. Nail your Branding.</p> <p>Slide 6 — Wanna know more? Attend: The Future of Events 2.0</p> <p>Register now for FREE TICKETS</p> <p>[link in bio] [hubilo logo]</p>	Require CAROUSEL graphic.	<p>Your virtual event should FEEL LIKE your event — The topmost priority is that your virtual event platform partner should provide you with theme customization and branding options.</p> <p>Why is branding important? Because your target audience has seen your brand and identifies it with certain designs, colors, fonts, styles. Staying constant with your business branding will just refresh their memories and make them connect with your event quickly — increasing the chance of attracting the right audience and more audience</p> <p>So, when laying out your event agenda, do focus on your branding. Nail your branding strategy for virtual events.</p> <p>REGISTER FOR FREE TICKETS TO FOE-2.0</p> <p>#event #events #eventindustry #conference #webinar #virtualevents #virtualevents #virtualevent #meeting #meetingonline #virtual #virtualeventing #virtualeventplanning #eventindustry #eventsolutions #eventplanner #eventmangement #virtualexperience #virtualeventplanner #virtualeventplatform #business #branding #brand #brandkit #Hubilo #HubiloVirtual #FOE2.0</p>

10	28-January-2021	Thursday	Carousel	EVENT PROMO	Speakers / Summary / Sub-agenda	THE FUTURE OF EVENTS 2.0 IT'S SHOWTIME!!! 28-JANUARY-2021	Require SINGLE graphic.	<p>Today's the day! The Future of Events 2.0 is LIVE</p> <p>If you still haven't registered, DO IT NOW.</p> <p>REGISTER FOR FREE TICKETS</p> <p>#event #events #eventindustry #conference #webinar #virtualevents #virtualevents #virtualevent #meeting #meetingonline #virtual #virtualeventing #virtualeventplanning #eventindustry #eventsolutions #eventplanner #eventmangement #virtualexperience #virtualeventplanner #virtualeventplatform #business #branding #brand #brandkit #Hubilo #HubiloVirtual #FOE2.0</p>
11	29-January-2021	Friday	Video / Carousel	Promotional	Post-event overview — Statistics: "IMPACT CREATED"	<p><hubilo logo> <the future of events logo></p> <p>IMPACT CREATED</p> <p>Watch On-Demand Sessions [link in bio]</p>	Require SINGLE graphic.	<p>The Future of Events was a blast — We gave you a *fail-proof* strategy and a ready-to-go action plan for hosting any virtual event.</p> <p>Thank you so much for attending the event. And we sure left a lasting impact...</p> <p>— 1000+ registrations in just 5 days — Event LIVE for 4+ hours! — 4 amazing sessions (telling all about virtual events) — Speakers from 3 different continents — Sessions lasting more than 200 minutes</p> <p>Crazy, right?! And even if you missed the LIVE action, we've got your back.</p> <p>Watch ON-DEMAND SESSIONS of the event now.</p> <p>[Link in bio]</p> <p>#event #events #eventindustry #conference #webinar #virtualevents #virtualevents #virtualevent #meeting #meetingonline #virtual #virtualeventing #virtualeventplanning #eventindustry #eventsolutions #eventplanner #eventmangement #virtualexperience #virtualeventplanner #virtualeventplatform #fun #life #event #Hubilo #HubiloVirtual</p>
12	30-January-2021	Saturday	Carousel	Fun / Educational	5 Virtual Event Ideas for your Next Virtual Event	<p>Slide 1 — 5 Fun Ideas For Your Next Virtual Event</p> <p>Slide 2 — 1 Virtual Concerts / Artist Performance Bring in local bands, or even stand-up comedians to lighten up the mood.</p> <p>Slide 3 — 2 Health / Yoga Sessions Make everyone do some stretching by bringing in a fitness instructor.</p> <p>Slide 4 — 3 Trivia Night Get people to show off their knowledge with a theme-based quiz. (You can even get sponsors to give prizes at the end!)</p> <p>Slide 5 — 4 Social Media Challenge Give a quirky challenge or a song. Ask attendees to post it on social media.</p> <p>Slide 6 — 5 Speed Networking Attendees can be paired up randomly for 2 minutes at a private virtual room to interact. (Just like speed dating)</p> <p>Slide 7 — Which one would you try at your next virtual event? Comment below!</p>	Require CAROUSEL graphic.	<p>Virtual Events are borriinnnggg... Says who??! Amp up your online event, keeping up the attendee interest and boosting brand value — with these unique, fun session ideas.</p> <p>Swipe to know</p> <p>#event #events #eventindustry #conference #webinar #virtualevents #virtualevents #virtualevent #meeting #meetingonline #virtual #virtualeventing #virtualeventplanning #eventindustry #eventsolutions #eventplanner #eventmangement #virtualexperience #virtualeventplanner #virtualeventplatform #fun #life #event #Hubilo #HubiloVirtual</p>

POST #	DATE	DAY	TYPE	NATURE	TOPIC	LINKEDIN POST COPY
1	11-January-2021	Monday	Video	Fun / Engaging	Fun caption for video!	<p>When Work-from-home (WFH) dominated 2020, trends in event planning too went from offline to online. But —</p> <p>The new reality is HYBRID Which is why, we had got you “The Future of Events After 2020” — where industry experts bounced off ideas like:</p> <p>Reimagining Events — by @WillCuran Intelligence is a Game Changer — by @DeepakLamba, @RahulMatthew & @AyushAgarwal Reimagining Physical Experience for your Virtual Events — by @SamEitzen, @CasseyAite, & @VaibhavJain ...and so much more!</p> <p>. . .</p> <p>They discussed core points like:</p> <ul style="list-style-type: none"> • How to replicate physical event experience into virtual ones? • AI, AR, VR — The new age of event intelligence! • How audience engagement is the key factor & how to *boost* it? <p>The event is done. But guess what? You can catch up on all the missed sessions!</p> <p>Watch On-Demand Sessions on our platform!</p> <p>< link in comments ></p> <p>#events #eventindustry #conference #virtualevents</p> <p>#Hubilo #FOE2.0</p> <p>< post this part in comments: —</p> <p>Watch amazing sessions here: https://thefutureofevents.hubilo.com/ ></p>
2	20-January-2021	Wednesday	Text	Fun / Educational	Bringing emotion to virtual events	<p>Because you're sitting in front of a laptop attending a virtual meet, it doesn't mean you lose out on a physical-event experience — So if your business is hosting a virtual event, here are 4 ways you can add a real-world feel to it:</p> <ol style="list-style-type: none"> 1) KEEP. IT. REAL. <ul style="list-style-type: none"> — Don't just read off a script. Present like you're doing it on stage. That means making mistakes. — It's fine if you fumble or pause. People understand and frankly no one's even gonna remember that you froze for 5 seconds! 2) Make the event INTERACTIVE <ul style="list-style-type: none"> — Ask people to turn on their cameras. Feature profiles with unique backgrounds! — Shoot fun questions (pineapple on pizza?!), take a Q&A session, or even sing a song. 3) Use SOCIAL MEDIA to keep up the FIRE <ul style="list-style-type: none"> — Create specialized hashtags for the event. Tweet, post, share. Everything. (Nothing is too much on social media!) — Tag people who attended the event or asked great questions! Give them a shout-out. 4) Notch it up with AR <ul style="list-style-type: none"> — Now, that's embracing the digital. Use Augmented Reality (AR) to give your attendees a real-world feel. — Create a live demo, or even make them experience the physical space right from home. Bring in dinosaurs, or even meteors <p>Evoked the emotions. Connect with people. And remember to have fun!</p> <p>#events #virtualevents #Hubilo #FOE2.0</p>

3	21-January-2021	Thursday	Text - Graphic	Interest generation	Advantages of Virtual Events	<p>Did you know? Your business can have a presence across all 193 countries — (expect Antarctica & Greenland, because no internet!)</p> <p>HOW??! — Virtual Events</p> <p>Taking your event virtual has amazing advantages, like:</p> <ul style="list-style-type: none"> Speakers can be anywhere, join in from anywhere! Larger, more diverse audience to stream to... No limits on attendee count! Connect with people anywhere, anytime! Improved analytics and trend tracking / prediction! No travel / visa / jetlag issues <p>Virtual events are easy to set up, manage, and execute. And so versatile!</p> <p>Give out fun digital resources, create interesting screen transitions, virtual backgrounds, or bring in Augmented Reality (AR) and notch it up further.</p> <p>Take your event online. And host an event WITHOUT BORDERS. No limits. With Hubilo!</p> <p>#events #eventindustry #conference #virtualevents #Hubilo</p>
4	22-January-2021	Friday	Document / Graphic	Educational + Article Promotion	Organizing a virtual event in 20 days: INTRODUCING EVENT AGENDA	<p>How to Organize a Virtual Event in just *20 days*?</p> <p>Just 7 steps — Read on to know how...</p> <p>Step 1 — Lay out your event agenda. Decide what's the event about, sessions, speakers, time, etc.</p> <p>Step 2 — Select the right platform according to your event requirements.</p> <p>Step 3 — Work on setting up your event with exhibitors, and Brand it according to your business.</p> <p>Step 4 — Get in sponsors, exhibitors, partners.</p> <p>Step 5 — Finalize your Go-to-market (GTM) plan for the event.</p> <p>Step 6 — Promote & market like crazy!</p> <p>Step 7 — LAUNCH!!!</p> <p>This is a bird's eye view: giving you an overview of what all is involved when organizing an event.</p> <p>There are many other details involved in each step. Which is why we've created detailed articles for each point.</p> <p>[curious to know more? — Click this link and know more. https://hubs.ly/H0Fggz00</p> <p>#events #eventindustry #conference #virtualevents #Hubilo</p>

5	23-January-2021	Saturday	Video	Hubilo Promo	PODCAST Sneakpeak	<p>Courtney Stanley, who is “not just another keynote speaker”, had loads to share when we got her on our podcast. She started with — “Webinar is not the same as an entire virtual event experience.”</p> <p>Keeping true to her amazing persona, she blew us away with her perception and knowledge about the event industry and entrepreneurs at large!</p> <p>Here’s what she talked about —</p> <ul style="list-style-type: none"> How 2020 opened a whole new world for her as a businessperson? Things that <i>*actually*</i> changed on ground level and how she adapted? Why data is crucial to the event industry & businesses? [‘cos she is a data freak too!] What should event organizers and businesses do NOW? <p>... and loads more!</p> <p>And when she said: “We’re a community of A-type personalities: where we like things to be organized. Structured. We like to know that everything is in our control... So, in a year, where almost nothing was in our control, [everyone] felt lost, confused...” — we felt that!</p> <p>But, the good thing, she gave a solution for that too!</p> <p>Wanna know what? Listen to our podcast</p> <p>[link in comments]</p> <p>#events #eventindustry #virtualevents</p> <p>#Hubilo #FOE2.0</p>
6	24-January-2021	Sunday	Graphic (Single)	EVENT PROMOTION	<p>Introducing Speaker - Chris Powell</p>	<p>Introducing Speaker for FOE 2.0 — <i>*Chris Powell*</i> He’d be opening The Future of Events 2.0 with his MASTERCLASS on “How to Design, Plan, and Deliver Successful Virtual Events!” — talking about:</p> <ul style="list-style-type: none"> His <i>*Fail-safe*</i> event function sheet!!! How to creating an audience-specific online experience? What and when to <i>*charge*</i> for your event? Hacks to nail your promotional campaigns What to <i>*really focus on*</i> while evaluating post-event metrics? <p>And of course, that’s not all! There’s a ton more value —</p> <p>...with a LIVE Q&A session at the end</p> <p>Chris has been leading the event industry since the past 20 years. He designs event management courses, and provides consultancy as well to successfully plan, manage, and execute events — with his own <i>*special 8 P formula*</i>.</p> <p>Wanna know the secret formula?!</p> <p>Join us on the 28th — and get a chance for 1-on-1 interaction with Chris.</p> <p>[Register through the link in comments!]</p> <p>#events #eventindustry #virtualevents #live</p> <p>#Hubilo #FOE2.0</p>

7	25-January-2021	Monday	Graphic (Single)	EVENT PROMOTION	Introducing Speaker - Emma/Sophie	<p>Introducing Speakers for FOE 2.0 — *Sophie Ahmed* & *Emma Hilditch* — They'd speak about "Monetizing your Virtual and Hybrid Events!"</p> <p>Sophie Ahmed is the co-founder and CEO of Virtual Events Institute</p> <p>— She has launched and led successful global events including exhibitions, conferences, award shows, and training workshops across multiple fields.</p> <p>Emma Hilditch is the Content Director of VEI</p> <p>— She is a content producer and has developed more than 200 original event programs for the largest companies globally.</p> <p>These amazing ladies come with extensive experience in the field of events and content, and their recipe for successful event execution.</p> <p>.</p> <p>Join us on this 28th — and get a chance for 1-on-1 interaction with Sophie & Emma.</p> <p>Get Your Full-Access Tickets</p> <p>[Register NOW — Link in comments!]</p> <p>#events #eventindustry #live #Hubilo #FOE2.0</p>
8	26-January-2021	Tuesday	Graphic (Carousel)	EVENT PROMOTION	Speaker Panel for FOE 2.0	<p>Alrighty! So, this has just come in We've got our speaker panel ready. Joining our Hubilo-fam for The Future of Events 2.0 are —</p> <p>Chris Powell, The Event Expert ...Speaking about "How to Design, Plan, and Deliver Successful Virtual Events!" [with his *Fail-safe* event function sheet + Secret 8 P Formula]</p> <p>.</p> <p>Sophie Ahmed, Co-founder & CEO @ VEI & Emma Hilditch, Content Director @ VEI ...Speaking about "Monetizing your Virtual & Hybrid Events" [with their recipe for efficient event execution and making them commercially successful!]</p> <p>.</p> <p>Moderated by: Courtney Stanley, Event Emcee & Career Coach</p> <p>And, of course, a LIVE Q&A SESSION with every speaker for our attendees!</p> <p>Save the date: 28-January-2021</p> <p>Get your Full-Access *FREE* tickets.</p> <p>Register NOW — [link in comments]</p> <p>#virtualevents #business #speakers #hubilo #foe2.0</p>

9	27-January-2021	Wednesday	Text	EVENT PROMOTION	3 Ways to Brand Your Virtual Event - elaborate on event sub-agenda #3	<p>Even if your event is virtual, your event should feel like your event Here are 3 ways in which you can nail your branding strategy —</p> <ol style="list-style-type: none"> 1. Choose the RIGHT NAME <ul style="list-style-type: none"> — Think something that's easy to understand and highlights the objective of your event. — Ideally, it should have your brand's name and highlight that event takeaway for your attendees. [Eg.: Hubilo's "The Future of Events" tells you exactly what it is about – Future] 2. Build a Unique BRAND KIT <ul style="list-style-type: none"> — Custom accessories and products are hallmarks of branding. — Virtually, you can consider giving out resources like a special virtual background, digital journal, online course access, etc. 3. Be CONSISTENT <ul style="list-style-type: none"> — Don't change your brand identity in the middle of your campaign. — Leverage the same colors, font scheme, layouts, designs, and tone throughout – landing pages, social media, emails, events, everywhere. <p>Any other tips to add? Comment below.</p> <p>Wanna know more? Attend: "The Future of Events 2.0"</p> <p>Register on the link below</p> <p>#virtualevents #business #branding</p> <p>#Hubilo #FOE2.0</p>
10	28-January-2021	Thursday	Graphic	EVENT PROMOTION	Speakers / Sub-agenda / Summary	<p>28— Today's the day! The Future of Events 2.0 is LIVE</p> <p>If you still haven't registered, DO IT NOW — [link in comments]</p> <p>You don't wanna miss out on all the insights and learning from the industry's best!</p> <p>#virtualevents #Hubilo #FOE2.0</p>
11	29-January-2021	Friday	Graphic	Promotional	Post-event overview — Statistics: "IMPACT CREATED"	<p>The Future of Events was a blast — We gave you a *fail-proof* strategy and a ready-to-go action plan for hosting any virtual event.</p> <p>Thank you so much for attending the event. And we sure left a lasting impact...</p> <ul style="list-style-type: none"> — 1000+ registrations in just 5 days — Event LIVE for 4+ hours! — 4 amazing sessions (telling all about virtual events) — Speakers from 3 different continents — Sessions lasting more than 200 minutes <p>Crazy, right?!</p> <p>And even if you missed the LIVE action, we've got your back.</p> <p>Watch on-demand sessions of the event now.</p> <p>[Link in comments]</p> <p>#virtualevents #business #branding</p> <p>#Hubilo #FOE2.0</p>

12	30-January-2021	Saturday	Text	Fun / Educational	5 Virtual Event Ideas for your Next Virtual Event	<p>Hosting a virtual event? Give it a unique twist by these amazing 5 ideas —</p> <p>1) Virtual Concerts / Artist Performance</p> <p>Cut through the serious workshops with a bit of music and fun. You can bring in local bands, or even stand-up comedians!</p> <p>2) Health / Yoga Sessions</p> <p>People get tired from too much screen time. Open up the muscles by bringing in a fitness instructor and make everyone do some stretching to ease up (pranayama would be good too!)</p> <p>3) Trivia Night</p> <p>Healthy competition is always fun. Get people to show off their skills and knowledge with a fun trivia round — based on a theme or even an occasion. You can even get sponsors to give prizes at the end!</p> <p>4) Social Media Challenge</p> <p>Give a quirky challenge, a video, or a song — and ask attendees to post their response on social media with your tag! Makes the event engaging (and also promotes it!)</p> <p>5) Speed Networking</p> <p>Attendees can be paired up randomly for 2 minutes at a private virtual room and keep rotating to meet new people and interact with the community (just like speed dating!)</p> <p>Which one would you try at your next virtual event?</p> <p>Comment below!</p> <p>#events #eventindustry #fun #Hubilo #FOE2.0</p>
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	EVENT DESCRIPTION
	<p>2020. We brought to you what the future of events holds in coming times. 2021. We are getting you something beyond predictions. We bring to you...</p> <p>The Future Of Events 2.0</p> <p>With actionable tips, processes, systems about hosting virtual and hybrid events for your business. Where top speakers from the field (business leaders, CMOs, and influencers) share some of the deepest insights about the event industry and tell you about Organizing a Virtual Event in Less than 20 Days including:</p> <ul style="list-style-type: none">• How to design, plan, and deliver successful virtual events?• What to consider while selecting the right platform for your virtual event?• Monetizing your virtual & hybrid events <p>...and loads more!</p> <p>Mark the Date: 28-January-2021 (Thursday)</p>