



Lewis & Sears
Marketing & Event Management Inc.



YOUR DIGI-GALS
Susan & Wendy

Digital Event Strategy

As strategists, we at **Lewis & Sears Marketing & Event Management** take on the responsibility for the formulation and implementation of your event strategy. We work with you on setting your event goals, determining actions on how to achieve those goals, and organize resources to execute the actions.

WHAT TYPE OF EVENT ARE YOU WISHING TO HOST?

Full Conference, AGM, Board Meeting, Tradeshow, Workshop, Awards Ceremony...?

WHAT DO YOU WANT TO ACHIEVE/OVERALL GOAL?

- Generate revenue
- Communicate information
- Teach
- Create an environment for delegate networking
- Brand recognition

PEOPLE

Organization's own staff: Event Planner, IT, Marketing, Graphics
Contracted: Event Strategist, Digital Marketer, Video Producer, Script Writing, Web and Graphic Designers, Emcees

PLATFORM

4 Priorities:

1. Need to have (non-negotiables)
2. Nice to have
3. No big deal
4. Someday

There is no universal platform or solution that works for all occasions. Each event is unique, so needs to be treated as such.

There are multiple solutions to achieve success:

- Video conferencing
- Webcasting
- Audio conference calls
- Event app with a streaming platform – combination of streaming video, live/prerecorded presentations, audience response, gamification & surveys into a single platform that works on a smart phone at a physical event or on a computer for someone attending virtually



CONTACT US

FOR YOUR DIGITAL EVENT STRATEGY

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Bringing people together

KEY TOOLS

- Good landing page to promote the event
- Registration platform to capture attendee's data and interests
- Streaming platform to present speaker's sessions in real time
- Strong web-based platform where attendees can register, watch sessions, participate in Q&A & polls and network all in the same place

COSTS ~ NOTHING IS "FREE"

It is important to keep in mind that your virtual event is not free. It takes labour to organize and produce your event as well as the investment in technology and production tools. Most importantly, there is value for your content, that is why people are registering. In most cases, the expenses in producing your virtual event are greatly reduced from your traditional face-to-face meeting.

Here are some of the major expenses that you can deduct from your virtual meeting budget:

- Venue rental
- Accommodation & Travel
- Catering/Food & Beverage costs
- Audio/Visual
- Signage and Print Materials

Your attendees will also save on hotel, travel and meals. These reduced expenses need to figure into your adjusted registration fees. Virtual event pricing needs to consider that attendance is more accessible to a larger demographic. Lower fees allow more people to take advantage of the opportunity. However, even with lower overhead costs, a virtual event still costs money.

SPONSORSHIP

A virtual event platform can showcase your stakeholders in such ways as:

- Banner ads
- Splash screens
- Push notifications
- Sponsor showcase/exhibit hall – showcased by tier
- Hyperlinks to websites
- Upload videos
- PDF brochures, photos, etc.



MARKETING

Market the same way you would a live conference i.e. email blasts, social media posts, etc.

WHAT SUCCESS LOOKS LIKE

Quality content, production value, human connection, quality presentations, attendee participation & virtual networking

Content is 'King'/Context is 'Queen'

- Clear beginning, middle & end
- Flows from one session to the next to make people tune in



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