VIRTUAL EVENT TIP SHEET:
The Five Ws

6CONNEX

THE FIVE Ws

Set expectations and manage for success by answering these five *(not so)* basic questions about your virtual program.

1/ *WHO?*
Who are you inviting to this event? Be as specific as possible. Is the program for employees? Are they administrative staff, salespeople or product engineers? Or are you inviting prospects or customers? In what industries and with what titles? The *"who"* will drive many elements of your virtual environment.

2/ *WHAT?*
What will you offer attendees who show up, either because they want to or because they have to? Product updates, chats with product experts, peer-to-peer connection, continuing education credits — there are many things you have to offer attendees. Brainstorm a long list with your team.

3/ *WHERE?*
It's virtual so the easy answer is *"anywhere."* But maybe your audience is global; then the *"where"* drives the timing of live sessions. Or maybe you're doing a hybrid event, so you have an actual physical *"where."* A simple answer will help you make several key decisions.

4/ *WHEN?*
This is much more than the hour-by-hour timing of your agenda. Is this a one-time live event? Or are you creating a persistent environment? Do you plan to host weekly chat sessions, quarterly live programs, or a 3-day follow the sun conference? There are a lot of options when deciding the timing of your virtual program.

5/ *WHY?*
Arguably the most important question to ask. Why are you hosting this virtual event or launching this virtual program? The answer leads to a number of other questions: What are your goals? What do you hope to achieve? What are your desired outcomes, and how will you measure ROI? Make sure every person on your team, and your executives, are very clear on your *"why"* long before you kick off the project.

HOW? **Bonus Tip**
The bonus question. That's where we come in. Talk to your account team today and let us help you take the answers to the five W's to make your virtual program a success.

6CONNEX   www.6connex.com   *Have Questions?* Please call **1.800.395.4702** or email us at **sales@6connex.com**