Module: Digital Skills

Planning an online event

Here you can find an 11 step planning list to help you organise an online event:

STEP 1: Define your theme and the goal you want to accomplish.
Do you want to show a new exhibition? Do you want to create an educational event on a topic?

STEP 2: Define your audience and their expectations

STEP 3: Define the format of your event.
Will you have many speakers, will you include presentations and in what form?
What is the content of your event?
Will you use videos, music, photographs, a Question and Answer section?
Will your event be interactive or only a broadcast?

STEP 4: Choose your platform.
Facebook Livestream and YouTube Live are platforms that you can use and they all include additional features such as options for personal invitations or public sharing of the event. Additionally, they all offer a free trial so that you can familiarise yourself with their functions.

STEP 5: Choose your host or hosts.
These can be people from your organisation's staff or professional hosts that might be famous in their sector or celebrities that can attract their own audience offering an added value to your event. Give special attention to the profile of the speakers: do they have a clear and loud voice, are they comfortable in front of a camera? Is she or he a friendly and likeable person?

STEP 6: Select your venue.
Even though your event does not take place in a physical place, it still needs to be hosted in a venue. Will you choose your own museum's space as a venue?
Will you prefer a theatre or impressive landmark?
It is all a question of what goals you want to accomplish through this event and what is the event's theme and goal.

STEP 7: Choose a time and date.
Pay attention to choose a time when your audience is most likely to be available to attend e.g. working hours are not a good time for people who are in a working age and very early in the morning is not a good time for students.
Regarding the date, pay attention that your event does not coincide with another popular event and is not a major public holiday, when people might have other plans.

STEP 8: Market your online event.
No event is successful without an audience. Choose the media that give you the best relationship between cost and value. You could market via social media campaigns, advertising on traditional media or publicity such as press releases or radio interviews. It all depends on which medium is more likely to reach the particular audience that you have chosen for your event.
You might also want to create a branded hashtag to encourage attendee participation. A branded hashtag will allow attendees to comment on the event during and after as well as post on their own social media about and during your event.

STEP 9: Create a **landing page on your website** depending on the type of event you are hosting and who the event is marketed to.

STEP 10: Test the technology: make sure that you test before going live your videos, sound, platform, speakers before the event.

STEP 11: Get **evaluation and feedback**.
An online evaluation questionnaire will help you measure your event's success and prepare better for future events. It is an important step in the event organisation process and should never be omitted.