

EVENTS PLANNING

THE FOLLOW UP
ckeller@curio412.com



QUICK TIPS

1. **Look for Opportunities** - Push yourself and your organization to try new things.
2. **PRACTICE** your technology platform multiple times before the event.
3. **Establish norms** at the start of the event.
4. **Focus on an already existing audience.** Think about what they need from you to take the next step, then provide that in a virtual event format.
5. **Develop a virtual event marketing strategy** that aligns with your goals

CONTACT OUR PARTNERS

[Courtney Leigh Beisel, Your Hangout Spot](#)

RESOURCES

FOR EVENTS PLANNING IN COVID

Webinar:

- [Freeman Webinar: Coronavirus and its impact on the event industry.](#)

Virtual engagement

- [How to Shift From Physical to Virtual Events](#)
- [Zoom: Best Practices for Hosting a Digital Event](#)
- [Lessons learned from hosting a virtual conference](#)
- Event Platforms and Apps
 - [Zoom](#)
 - [Crowdcast](#)
 - [Slack](#)
- Visual Media
 - [Animoto](#)
 - [Canva](#)
 - [Pexels](#)
 - [Pixabay](#)
- How to stay connected
 - [17 of The Best E-Commerce Value Propositions](#)
 - [10 Trends and Principles of Visual Storytelling That Every Designer Must Follow](#)
- Encouraging people to come out after crisis
 - [Marketing Your Event During Covid-19](#)
 - [After the Virus: 10 Consumer Trends for a Post-Coronavirus World](#)
 - [IMPACTS - Covid-19 Updates](#)
 - [7 Storytelling Techniques Used by the Most Inspiring TED Presenters](#)
- Other Resources
 - Pandemic Clause
 - [Where to Donate Unused Event Materials After Cancellations](#)

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