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# How to organise an online event

***To organise successful virtual events (and only virtual ones, for now) a few tricks are needed.***

An extended call on Skype or any other videoconferencing platform is not necessarily a virtual event. It is rather a question of format and approach. Every event should be memorable, i.e. convey something that will strike the audience, a concept or an experience they will take home.

Virtual events can become confusing if you think of organising them simply as you would organise a video call: for example, there are often technical problems, people are in places with different lighting, different audio, there can be delays in the audio itself.

If organised with some care, however, they can be considered quality events.

## 1. The event is made for the recipients, not the organisers

This is the fundamental rule from which all the others derive. When people are asked to participate in an event, it is clear that they are being asked to occupy a part of their day, giving up other activities.
Once you have identified your target audience and their reasons for registering for the event (which lie in the content of the event itself), ask yourself the main question: what will my audience like? This will improve the perception of the event and the consideration of your company.

## 2. The choice of speakers

Consequently, having only managers from your organisation speak at a corporate event is often not the best way to make the event memorable.
Calling in an external speaker for the event could be crucial to the success of the event and to the collection of registrations.
In order to bring value to your event, it is important that the speech is original (not a copy of what the speaker has already said at another event), and articulate (if the prestigious external speaker is short on time, people who have come to hear his speech may be disappointed).

## 3. Choosing the location

The location of an event is certainly a memorable element. Even in virtual events, without a physical audience, the location remains important.
Choosing a hotel is the easiest choice, but it is better to look for something different, in line with the theme of the event, always remembering to ask the question: what are the preferences of my target audience?

## 4. Respect the timetable

In order to leave a good memory in the participants, it is necessary to treat them with care and respect the time they dedicate to the event. Start and end times should be respected.
There may be delays in starting work due to unforeseen circumstances, but it is essential to finish on time as announced (cuts will probably have to be made).

## 5. Event registrations

From the first invitation to the event be clear in explaining what it is about, who will speak and what they will talk about. The event registration process should be simple, precise and effective.

# 6. Social networks

Social networks can be used to make the event known to a wider audience than can be reached through your mailing list. How? By posting previews of the content, announcing speakers, posting photos of the location and even doing a live broadcast of the event, in which case create a hashtag that can be used to see all the conversations about the event at once. During the event, engage viewers of the live social feed by quoting their posts and tweets from the stage, then thanking and rewarding them.

How to create a good hashtag?
1) It should be unique to avoid confusion.
2) it must be short, it is better not to impose hashtags that are difficult to remember and long to type.
3) Never use double hashtags such as #eventname #italy. If you want to specify that yours is the Italian version of an initiative taking place internationally, it is better to opt for #nomeevneto_IT.

# 7. The best period

Normally, the busiest season for events is between April and June. During this period, competition is higher as the offer is greater. Since the lockdown, virtual events have exploded and the competition is even higher.
It is better to consider whether it would not be better to organise the event in other, less "crowded" months, in order to have less competition.

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