

Next Steps:

Monetizing Virtual Events





Amanda Becker

10+ years experience in event planning and communications

Bachelor of Arts in Communication Studies with a Minor in Public Relations from Baldwin-Wallace College

2015 Young Professional of the Year Award winner, by the Pittsburgh North Regional Chamber of Commerce

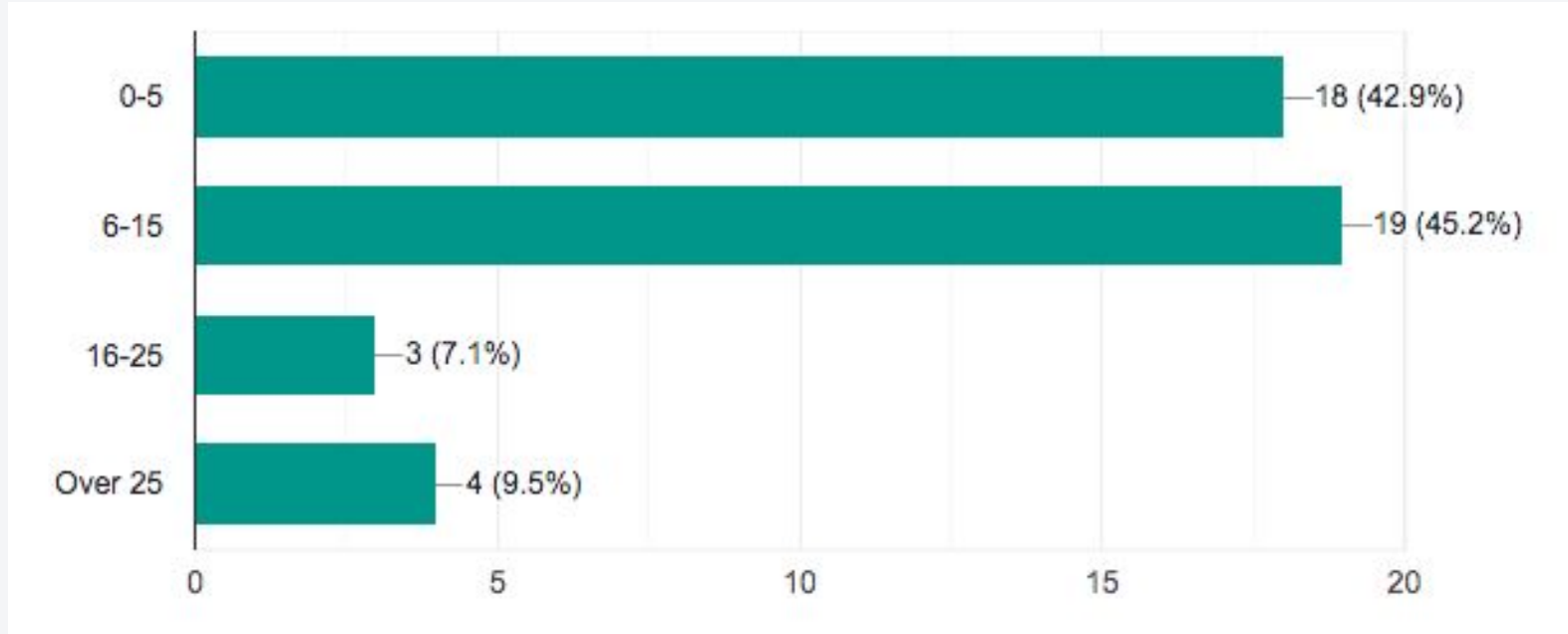
2018 Woman Entrepreneur Excellence Award winner, by the Pittsburgh North Regional Chamber of Commerce

Co-owner of my family's business, which focuses on helping people create outdoor living spaces for ultimate hospitality



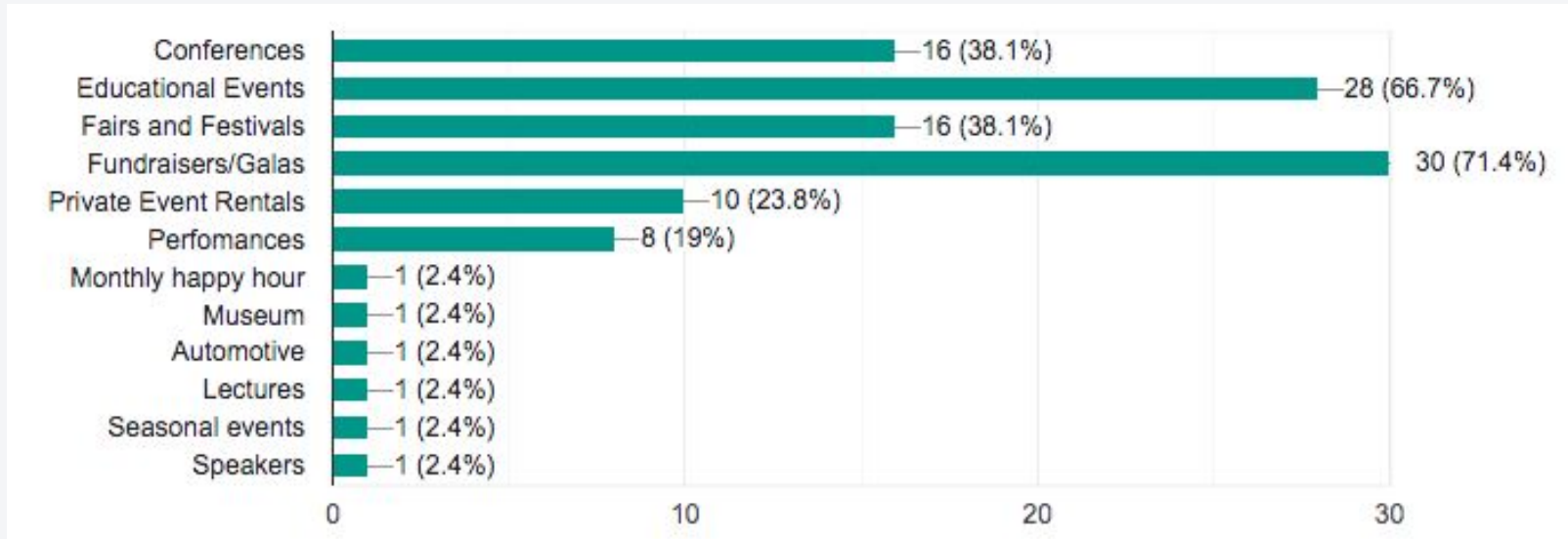
Who's Here?

How many events do you typically host annually? **AND** How many events do you plan to host annually in the future?



Who's Here?

What types of events bring your organization revenue that you are currently missing out on?



Free?

There are benefits to free virtual events depending on your purpose...

- Build awareness and engagement
- Make “face-to-face” relationships with potential donors
- Connect a wider audience to your mission
- Collect data
 - Expand your email listserv
 - Contact details



Who is Your Target?

- Are you trying to attract new audiences?
- Do you want to engage already existing audience members to connect with your mission and values?
- Would you like to recognize existing donors and encourage them to give?



What Are Your Event Goals?

Be specific...

- Generate X amount of revenue
- Have X registrations
- Develop relationships with X prospective donors
- Build my email listserv by X%
- Reach X new people who have not previously engaged



The Cost of Virtual Events

- Time
- Virtual Event Software and IT
- Graphic Design
- Marketing Costs
 - Physical Ads
 - Social Media Ads
- Speaker Costs
- Swag bags/Giveaways



Structuring Fees

- Know your cost
- Understand the perceived value of your virtual event
- VIP option

➡ **Consider the goal-** Immediate or future?



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OUTDOOR IMMERSION'S RESILIENT SERVICE MEMBERS CLASSIC

Fri September 11 - Sat November 7, 2020

Hookstown, PA US 15050



EVENTS

5k

\$20

Registration ends November 7,
2020 at 3:00pm EST

10K

\$35

Registration ends November 7,
2020 at 3:00pm EST

20 Mile

\$45

Registration ends November 7,
2020 at 3:00pm EST

Before, During, and After

- **Before** - Keep in their inboxes
 - Build engagement
 - Provide details
- **During** - Be Engaging
 - Provide multiple content types
 - Be interactive - provide exercises and activities
 - Build in breaks to events longer than 60 minutes
- **After** - Stay Connected
 - Continue the conversation - ask for feedback
 - Build relationships - use input to connect more deeply with attendees
 - Don't share the recording - FOMO



Sponsorship Considerations

- Adjust for value and cost
- Be creative
- Possibly better data from virtual sponsorship than live
- Opportunities before, during, and after



Sponsorships

Your sponsors want to be visible for your virtual events.

- Brand your marketing materials
- Use branded virtual backgrounds
- Provide sponsors with analytics to show their exposure





Let's talk...



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