



EAB

# Engaging a Virtual Audience

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A Digital Events Checklist

Advancement Forum

# Advancement Forum

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# Logistics

## A Digital Events Checklist

Use the checklists on this page and the next to ensure your virtual events are engaging, well-scoped, and accessible to donors and alumni. Check off each consideration to keep track of details you've solidified and details you still need to confirm.

Event Details	Considerations	✓
<b>Time of Year</b>	Have you chosen a time of year to attract donor/alumni mindshare? (e.g. is the timing of your event respectful of religious holidays?)	
<b>Time of Day</b>	Is the event scheduled to accommodate donor/alumni preferences, traditional and non-traditional job schedules, and different time zones?	
<b>Length of Event</b>	Has Zoom fatigue been considered when determining the length of the event?	
<b>Registration</b>	Can donors/alumni sign up in advance?	
<b>Attendance</b>	Is there a registration cap to make the event more intimate?	
	Has a minimum number of attendees been established to make the event a success?	
<b>Technology Platform</b>	Has a platform been decided?	
	Can the platform you chose adjust settings before the event (e.g. mute attendees)?	
<b>Technology Support</b>	Can donors/alumni get technology support during the event?	
	Have speakers been trained on the technology platform?	
<b>Staffing Support</b>	Have the number of support staff been decided and assigned?	
	Have specific technology staff been assigned to the event?	
	Has a host been chosen for the event?	
<b>Selecting Speakers</b>	Have guest speakers been chosen and invited?	
	Have the speakers been educated on the goals of the event?	
	Are the guest speakers available for the event?	
	Have other institutional attendees been recruited to participate?	
<b>Accessibility Concerns</b>	Is there a way for attendees to say they need accommodations during the event?	
	Have attendees' accessibility needs been accommodated (e.g. closed captioning)?	
<b>Budget Implications</b>	Have budget implications for this event to be accessible been considered and budgeted for?	
<b>Fees</b>	Has it been decided to make the event free or charge for it?	

# Strategic Considerations

## A Digital Events Checklist

Event Details	Considerations	✓
<b>Goals</b>	Has a specific outcome been chosen for the event?	
	Has it been decided how attendees will ideally feel after the event?	
	Is there a specific action attendees should be ready to take after the event?	
<b>Event Format</b>	Have the interactive components of the event been established to achieve your goal?	
	Has the format of the event been crafted to reduce Zoom fatigue (e.g. are breaks included)	
<b>Tradition</b>	Have you included aspects of traditional in-person events to keep traditional events (e.g. homecoming) alive?	
<b>Cultivation</b>	Is there a plan to use attendance for cultivation?	
<b>Marketing</b>	Has a date been set in advance to begin marketing for the event?	
	Have the recruitment platforms been decided (e.g. social media, alumni relations website, local and regional organizations)?	
	Has a hook for event attendance been formed?	
	Has a list of targeted participants been created?	
<b>Partnerships</b>	Have you invited relevant institution partners and organizations to join the event?	
<b>Sponsorship Opportunities</b>	Have organizations been given the opportunity to sponsor the event?	
<b>Measuring Outcomes</b>	Have metrics been set for the event?	
	Has success in terms of metrics been determined?	
	Has a post-event survey been created?	
<b>Follow-Up</b>	Is there a plan to track attendees in the CRM?	
	Are registrants going to be sent anything in follow-up if they did not attend?	
	Has a post-event thank-you communication been drafted?	



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