



Going Virtual

Transforming Your In-Person Event into a Virtual Fundraising Event

Going Virtual: Overview

- **Task:** Creating a Virtual Event that can replace the traditional in-person event.
- **Challenges:**
 - How do we make a remote event feel social and engaging?
 - How do we take the key elements from our standard event and translate them virtually?
 - What technology can be used to make this happen?
 - How can we set-up the event in a organized fashion where guests have a clear understanding of how to use the platforms and participate.
- **Solutions:**
 - Dinner Parties, Engagement Activities, and Entertainment.
 - Replicate aspects of an event that can easily translate (recognizing honorees, a virtual program, silent auction), and provide accessible alternative options for those parts that cannot be translated (live appeal, networking).
 - Video Conferencing Technology, Event Apps, Auction Platforms, and a few other items for consideration.
 - Laying out the event clearly leading up and during so guests can feel confident on using the technology; providing on-going tech assistance for guests.

Technology:

Video Platforms

- Examples: Airmeeet, Accelevents, BlueJeans, Bizzabo, Cadence, Remo, OneCause, Zoom
- New platforms are emerging each day
- Zoom can certainly handle a lot of the video needs for the event, but alternative options can enhance the experience
- **Elements to Consider:**
 - Customizable look and feel
 - Enables individuals to join tables and video chat with other attendees in the social lounge
 - Including a “backstage”, where the host/performers and speakers can interact and prepare before going live
 - Ability to incorporate sponsorship branding
 - Registration process; integrating platforms
 - Available recording of event afterwards; streaming and video capabilities
 - Technical support available



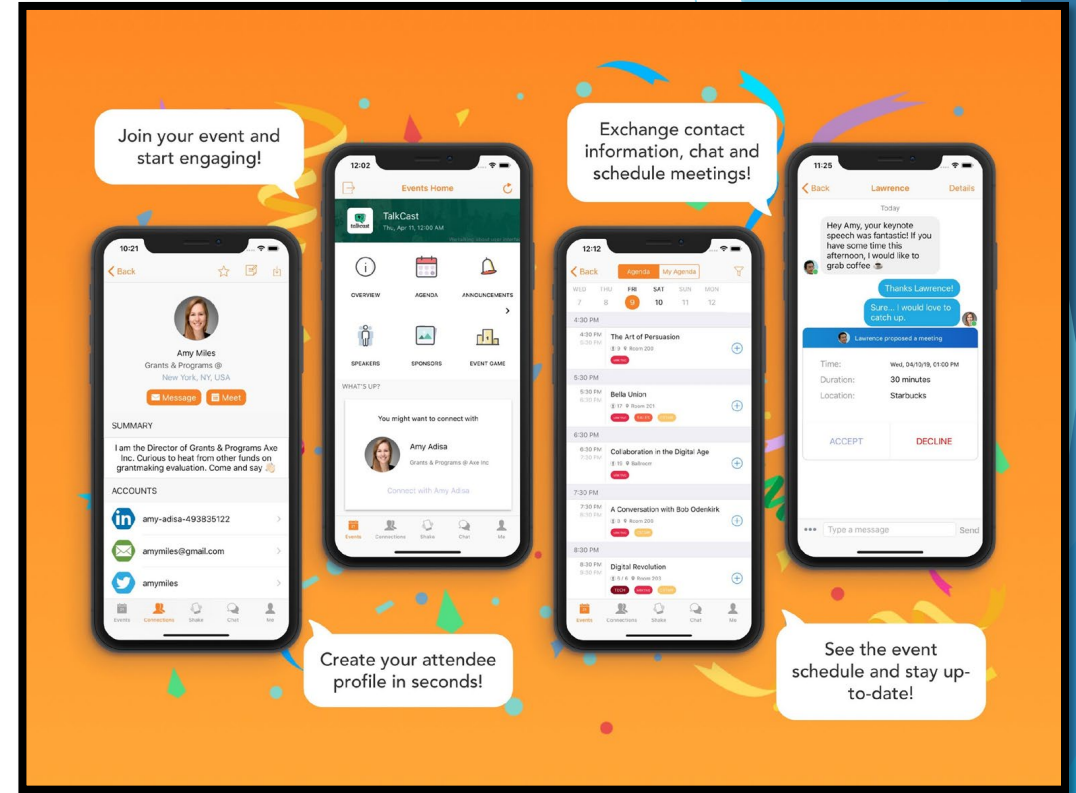
Solutions for your Virtual Event: *Event Platforms & Video Conferencing Technology*

Virtual Event Tech - Event Platforms						
Name	Brower vs. App	Customize / Branding	Schedule of Evening Events	Ticketing / Registration	Email Communication	Pricing
Accelevents	Browser	✓	✓	✓	✓	20% Paid event; \$3pp Free event
Bizzabo	Both	✓	✓	✓	✓	\$25K Annual for up to 1000 participants
Boomset	Browser	Limited	✓	✓	Limited	\$9K for 1000 activations
OneCause	Both	✓	✓	✓	✓	

Virtual Event Tech - Video Conferencing						
Name	Brower vs. App	Customize / Branding	Breakouts	Backstage	Group Chat / Max #	Pricing
Zoom	Download/ Browser	✗	✓	✓	✓	TBD
AirMeet	Browser	In Development	One at a time	✓	Yes / 4	TBD
Remo	Browser	In Development	One at a time	✓	Yes / 6	Monthly
Facebook Live	Browser	✗	✗	✗	✗	Free
YouTube	Browser	✗	✗	✗	✗	Free

Technology: Applications

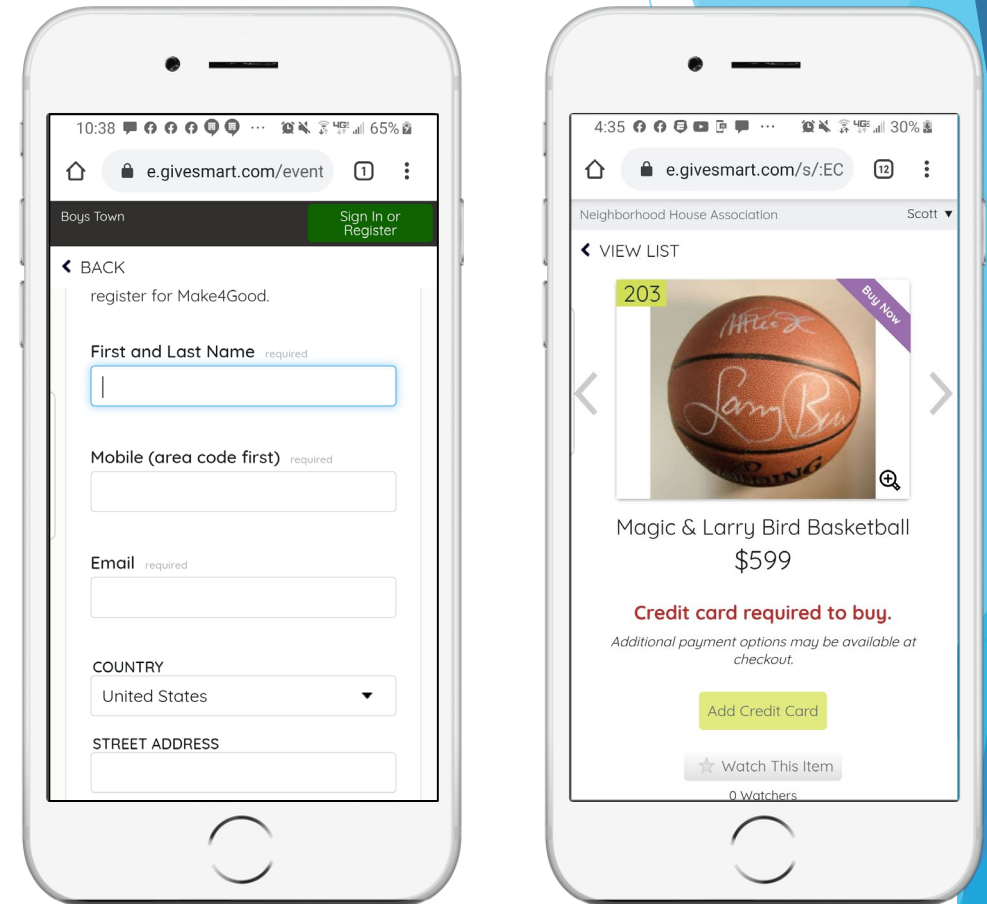
- Examples: Socio, Cvent
- Allow people to connect during the event
- Can see the schedule of events
- Can see what breakout events *other* people are doing
- Can send out event updates to participants
- Can provide bios for the honorees / speakers / presenters



Technology:

Auctions & Appeals

- Silent / Live Auction Platform: Onecause or Givesmart
 - In addition to auction capabilities, it has texting capabilities for an appeal, or for communicating to participants throughout the entire event
- Creating a landing page on your website
- Some options will depend on the technology your organization already has, and what can integrate with that technology



Logistics & Attendee Experience:

Leading up to the event

- Pre-Event emails with Instructions for using the technology (and tech support), outline to the evening; listing of honorees/speakers, etc.
- Clearly highlighting the networking opportunities for the evening, sponsorship benefits and how the honorees and 2020 participants will be informed of who is in attendance
- Compiling a digital journal, allowing individuals to submit congratulatory messages and well wishes to the Foundation and participants
- Outlining the Run of Show for the evening so guests can view exciting event elements and plan accordingly
- Incorporating Social Media before the event to gain traction



Logistics & Attendee Experience:

Organizing Dinner Parties | Sponsor Perks & Partnerships

- **Guests will be encouraged to come together in small groups of 10 and house parties throughout the region.**
 - If house parties aren't feasible, the event is designed to still be engaging for physically isolated individuals/families.
 - VIP / Sponsors can choose from a few catered spread options and wine or specialty cocktail package.
- **Partnerships:**
 - We can consider partnering with food & beverage companies and/or local restaurants for specific ticket purchasers to enhance their virtual gala experience.
 - Additionally to help offset not being able to provide food for all paid participants, we can partner with a food & beverage delivery company to provide discount codes for the guests.
- **Additional suggested activities for house party guests:**
 - Providing guests beforehand with cocktail and dinner recipes.
 - Sponsors would be provided with décor for set up.
 - Provide guests with photo props. (consider a photo competition for example)

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Logistics & Attendee Experience:

Social Media

- Utilizing social media to garner interest and engage people leading up to the evening:
 - Create a hashtag and have people post pictures of their event night using that hashtag
 - Post tips & virtual gala tools throughout the week leading up
 - Suggested menu/food recipes; cocktail recipes
 - Have a sommelier suggest best wine to pair with the recipes we post
- Set up a friendly competition through social media
 - The winner would be announced at the event
 - Tag others to get involved while spreading the word at the same time



Run of Show for the Evening: (Sample)

- 7:00 PM: Welcome / Event Introduction
- 7:05 PM: Social Time - Engagement Activities
- 7:35 PM: Evening Program
 - Welcome Remarks, Acknowledgements (Sponsors, Partners & Participants)
 - Video message / Collage, Awards, In Memory
- 8:05 PM: Auctions / Live Appeals
- 8:15 PM: Program Wrap Up / Performance
- 8:30 PM: Social Time - Group/Friend Sessions
- 9:00 PM: Event Closing



Virtual Evening:

Welcome | Intro

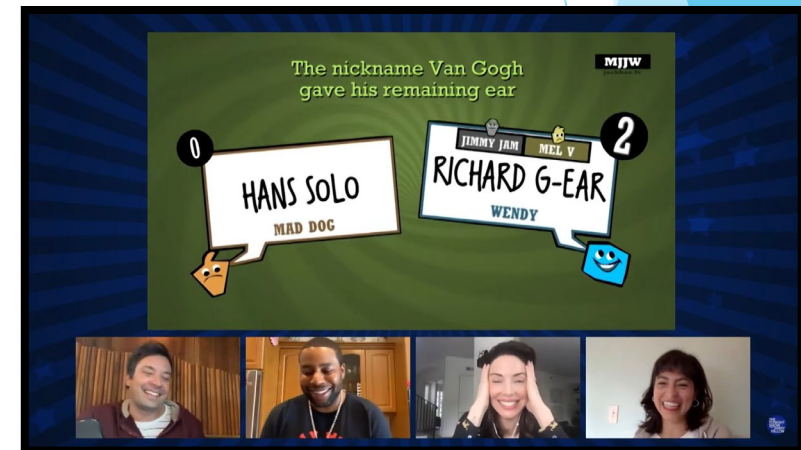
- Welcome everyone to the 2020 Virtual Gala
- Remind everyone to text “GALA” to 44444 throughout the evening
- Recommend that people take a moment to eat dinner during the evening program
- Remind everyone about Silent Auction
- Reiterate how to navigate the platform and where to go for technical assistance (this will lead into introducing the engagement sessions)

Lets get Social:

Engagement Activations

- **Breakout sessions with activities**
 - Engaging activities that participants can sign-up for in advance, or decide upon at the event:
 - Comedian / Improv
 - Paint & Sip
 - Mixologist / Cooking Tutorial
 - Magician Room / Scavenger Hunt
 - Jeopardy / Family Feud / Trivia
 - Different Levels
 - Paid / Free
 - VIP / Sponsors can have exclusive options

**Note: A lot of instructors / performers with these skill sets may have been impacted by COVID-19, so contracting them is an added benefit.*



Evening Program:

Video or Collage

- **Video Options:**
 - Prerecorded and assembled by a production company
 - “Group” Video, that participants have submitted entries for in advance
- **Collage or Mosaic:**
 - Photos taken before / during the event, using the pre-provided hashtags, assembled into a collage with your logo



Evening Program:

Awards

- **Depending on the state of the world, either Remote or “Command Center”**
 - **Remote:** Awardees acknowledged from the comfort of their home. Awards are shipped to them in advance.
 - **Command Center:** Awardees and key speakers all in one room, with a screen behind them to show an event thermometer, or any other relevant info (tweets, donation messages, etc.)
- **Award Ceremony:**
 - Honoree - Go live to say a few words
 - Honor rest of the Awardees
 - As each person is being honored, show them on the screen live to see them holding their award (no remarks)
 - After awards have been given out, show a short video of all the honorees being interviewed (1 - 2 questions each)



Evening Program:

“Live” Appeal & Program Wrap Up

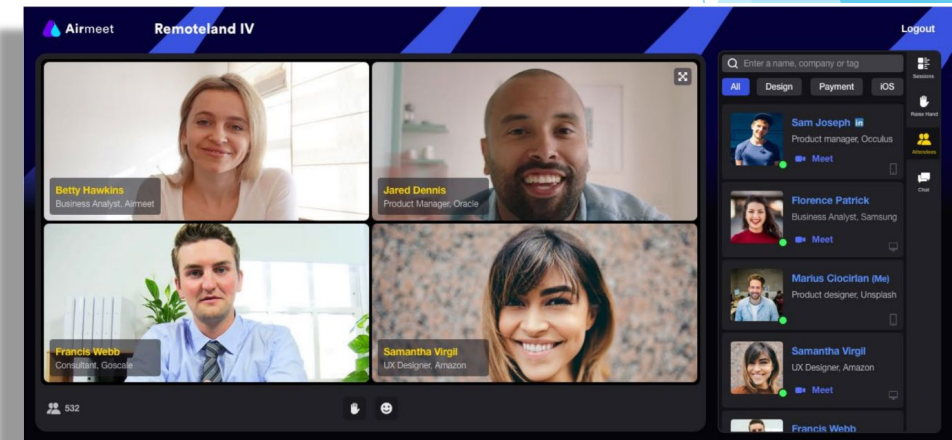
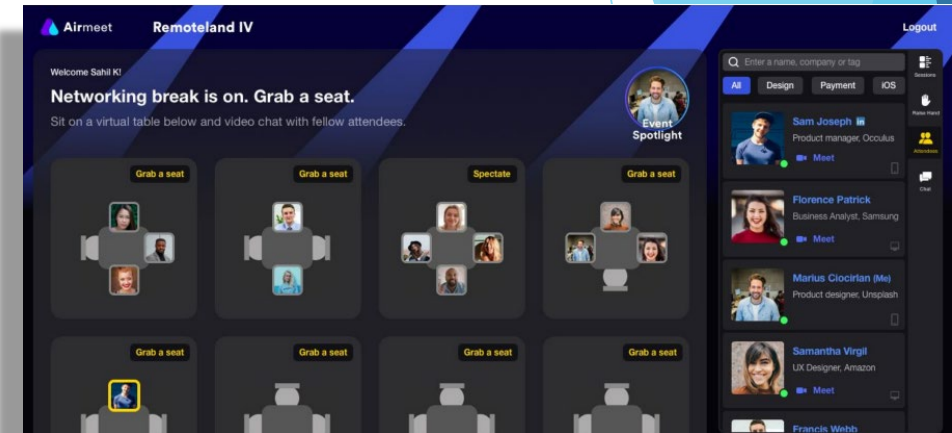
- **Appeal - Live or Throughout the Evening**
 - If live, we can ask guests for to raise hand or comment in chat
 - Can have a competition for a lower denomination where last one to pledge donation in chat wins a big prize
 - Appeal can also be done not live, and through a text to pledge
- **“Live” Auction**
 - Have a designated Auctioneer for the Event
 - Bids for the Items shown in real time on screen, so that the auctioneer can hype up the items being bid on
 - Can use OneCause
- **Band / Performance to close out the program**



Post Program:

Social Sessions & Networking

- **Getting Social**
 - Give people the opportunity to connect with others and talk about the event. We can create pre-organized groups with themes for people who do not have specific friends they want to connect with.
 - Educational
 - Current Events
 - Leisure
 - Organization's Progress
 - People at dinner parties have the option to join in the virtual conversations, or they can step away from the computer to enjoy their dinner or mingle amongst present company.



Logistics & Attendee Experience:

Vendors | Entertainment | Wrap-Up

Additional Entertainment

- Virtual “photo booth”
- “FaceinHole” photo option to give a fun element.
- Virtual Karaoke
- Event afterparty

Closing the Event

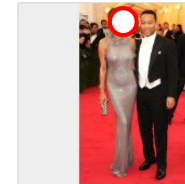
- Can have an event-long competition that culminates with the winners being announced at the end (who made the best “signature” meal, best costume, home decorating, etc.). Winner can be decided by a judge, OR the entire party can vote on the winner.
- Thank everyone again, let them know where they can find all resources shown throughout the evening, and sign off.
- Option to distribute a post-event survey for guests in order to obtain virtual event feedback on their experience.

Check out our photo celebrity FaceinHole Booth!

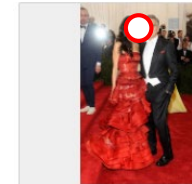
Select a photo below that you would like us to drop in your face into.

OK

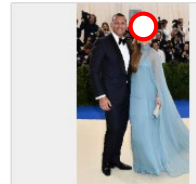
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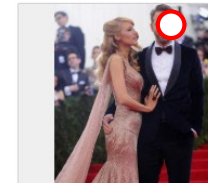
YOU and the lovely John Legend



YOU and charming George Clooney



YOU and the one and only JLO



YOU and fantastic Blake Lively

Virtual Sponsorships: Opportunities & Benefits

SPONSORSHIP OPPORTUNITIES					
Levels and Services	Presenting \$100,000	Research \$50,000	Hope \$25,000	Discovery \$15,000	Innovator \$10,000
Opportunity to have pre-recorded video message shown during the evening program	✓				
Virtual co-branded event step and repeat with company logo	✓				
Presentation of an award during evening program	✓	✓			
Opportunity to provide branded gifts	✓	✓			
Evening décor giftbox sent to home	✓	✓	✓		
Tickets & Catered Food Delivery (# of servings)	20	20	12	10	6

BRANDING & MARKETING OPPORTUNITIES					
Name/logo on event website	✓	✓	✓	✓	✓
Electronic invitation	✓	✓	✓	✓	✓
Sponsorship listed on all pre-event emails	✓	✓	✓	✓	✓
Name/logo displayed during evening program	✓	✓	✓	✓	✓
Branding an engagement session with your logo/listing	✓	✓	✓		
Inside front/back cover ad in digital journal**	✓	✓			
Full-page ad in digital journal**			✓	✓	✓
Inclusion in press release and social media mentions	✓	✓	✓	✓	

Strategic Planning:

Thoughts for Consideration

- **How do we ensure that this feels like your Event?**
 - Branding beyond standard event signage:
 - On PDF forms that we send out (ex: recipe pamphlet, know before you go)
 - Enhancing the digital journal
 - Visuals behind the speakers during opening, presentations, and closing
 - Updates from Leadership - Use an Organization Branded Virtual Background
- **Bottlenecks and Challenges**
 - Setting up and coordinating all the different social / engagement sessions
 - Using *too* much technology / technical support
 - *PBP will be on call during the event to help people who are having trouble connecting and using the technology*
 - Keeping guests engaged and the Run of Show flowing
 - Addressing people who've already bought tickets for a live event

Strategic Planning:

Budget & Costs

- ***Costs Saved:***
 - Venue: \$60,000-\$150,000+
 - Audio Visual: \$6,000-\$40,000+
 - Décor / Displays / Signage: \$1,000-\$10,000+
 - Vendors (Band, Photographer): \$500-\$10,000+
- ***Costs Added:***
 - Event App: \$799-\$7,999 (*based on Socio's pricing*)
 - Technology Platform: \$500-\$10,000
 - Engagement Activities: \$1,500-\$10,000 for talent
 - Additional Video Services: \$1,000-\$10,000
 - Optional Food and Beverage: \$500-\$5000+



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