



How To Host An Awesome Virtual Event

Moving conferences and tradeshows online is the “new normal.” Here’s a breakdown of the basics..



Pick A Platform

Pick an online platform that provides a seamless experience.



A Little Incentive

Use awesome gifts (think retail brands) to drive registration.



Make It Feel ‘Official’

Branded apparel for presenters is key to reinforcing your event’s identity.



Create Some #Buzz

People love posting pics of their swag on social.



Set Up A Pop-Up Shop

You can offer (and sell!) way more merch in an online store.



Get Engaged

Contests and cool prizes help keep everyone engaged.



Practice Makes Perfect

Have a practice run with your platform to work out the kinks.



Have Fun!

Interesting speakers, creative presentations and networking opportunities.