Moderators and Staffing

Having a great behind the scenes team is important. The quality of staff and number of staff does not change when going on-line. It is just as important. Here is a list of staff members or committees you will still need to make your virtually well planned and executed.

PRE-EVENT TEAMS

Planning Team: They set the strategy and the goals for the event. They will also procure the platform that is used to execute the plan within budget

Event Platform: Building the platform can be done within the team or by using dedicated support teams provided by the platform. Monitor registration

Content & Social Media Team: They will design, produce, and publish all the digital content. This team would also be responsible for implementing a cohesive event marketing strategy.

Virtual MC or Host: Involve your host early in the process so that they have a better understanding of the goals for the event. Keep in mind a Host that is fantastic live might not be the same virtually.

AV: Audio Visual is important for virtual events. Making sure the audio, video, lighting for the production is key to engaging your audience.

Speaker Management: Finding the right speakers to meet your goals and prepares them for the online event. Preparation includes having prep calls, reviewing their tech set up and provide tips on how boost production value. Collects video back up of all presentations. Ensures time zones are understood for actual presentation times.

Sponsor Management: Help Sponsors set up their presence on the On-line Event, including Logos, Videos, 1:1 chats with attendees. Keeping the Sponsors happy and valued will be them back again and again

DAY OF EVENT STAFFING

Speaker Management: Does the final check ins, verifies the correct times and log-ins. On stand-by should the Speaker have any challenges that arise.

Event Platform: Monitors the arrival of attendees, assists with log in challenges attendees maybe having. Ensures the tech is running smoothly. Monitors the chat log and video recording.

Content/Social Media: Posts on social media should continue throughout the event. Including tips and tricks presenters may share. Screen shots of the attendees and speakers. Create FOMO.

MC/Host: Ensure the hosts energy is high. The host is responsible for the engagement of the audience.

Moderators: The more the interactivity the more staff you will require. Moderators should be assigned to monitor the chat features, breakout sessions, networking, and expo. They are there to assist your attendees in moving from feature to feature, answer questions, and help the presenter monitor their chat, polls, and questions.

Sponsor Management: Assist the sponsors with their presence during the event. Whether they get a 3-minute video or live presence, intro a speaker, and making their sure their logo is displayed. They will be the direct point of contact to answer any questions and keep the sponsors happy.

Technical Support: This is the responsibility of all your team, however, have one person or control center to funnel any challenges to. They will also assist with camera, microphone, and lighting issues.

AFTER THE EVENT

Do not forget to keep the event in the forefront of your attendees even after it is over. Send out surveys with incentives, email thank you notes for their attendance, provide any video streaming options in case they missed something, start marketing for your next event. Brainstorm with your team and get their reactions to what went well and what did not go so well.