



Jeff McBride's Guide to Virtual Events



Jeff McBride

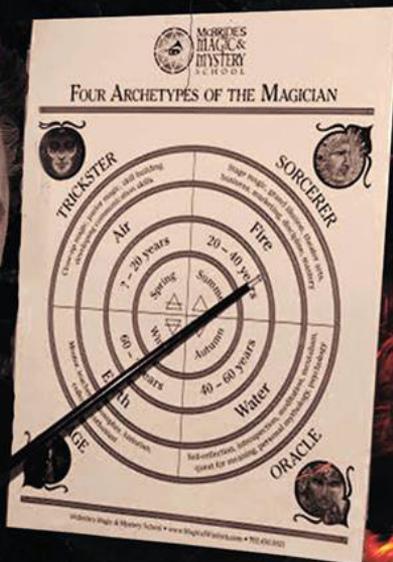
Who is Jeff McBride?

Jeff is a Master of Meeting Magic, with over nine years of experience teaching and entertaining online. Not only is he a world champion of magic (having won the prestigious Mandrake D'Or award in Monte Carlo), but he also recently fooled Penn & Teller on their hit tv show. He was awarded the Philosophy Award from the Federation de International Societie de Magi (the world's largest organization of magicians), and was just inducted into the Society of American Magicians' Hall of Fame (other inductees include David Copperfield, Doug Henning and Eugene Burger). He is an expert in his field and founder of the world's top school for magicians. He can help you take your meetings to the next level of excellence.

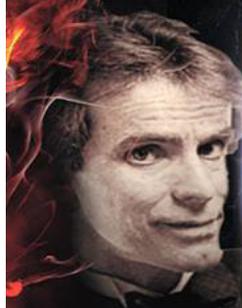
--Editor



SPECIAL AWARD FOR
THE THEORY & PHILOSOPHY OF MAGIC



JEFF MCBRIDE
2018



**TOMMY
WONDER**
2006



**JUAN
TAMARIZ**
2009



**EUGENE
BURGER**
2012



**ROBERTO
GIOBBI**
2015

Welcome to the Virtual Event Planning Guide! Here, you will find valuable information, ideas and tips just for you! Please contact me to discuss how I can make your virtual event memorable. I look forward to providing a fun and engaging way to help facilitate and deliver your key message using the astonishing power of magic. Email me, Jeff@mcbridemagic.com and let's get started!

Why Virtual?

Virtual events save tens of thousands of dollars on business travel expenses, both for your attendees and your presenters. Technology and social media upgrades have made it possible to host events and connect with attendees online. Virtual tours, happy hours, town halls, question and answer sessions, live performances, all are virtual events which can engage employees, vendors, and customers.

Size and Scale

Virtual events can range in size from a small one-hour team Zoom meeting to a week-long large e-conference with thousands of attendees.

Engagement is Key!

Audiences are more likely to engage with brands and organizations when they feel involved in a two-way conversation. As you create opportunities for

engagement your audience will participate more. One way to do this is by asking participants to submit questions in comments or through a poll or chat feature. Chances are great that the people who ask questions are going to stick around to see if they get answered. I suggest you assign a moderator to the task of fielding questions during your event and have designated times those questions are reviewed and answered by presenters.

Virtual breakout rooms are a great way to further small group discussions on a topic. Mentioning participants by name and sharing their thoughts during the event helps keep interest and attention.

Turning your audience from objective witnesses into subjective participants will inspire more engagement from your audience, and will also inspire the presenters to add more value to your event. A great event allows presenters and audiences to have the most fully engaged relationship possible through conversation, discussion, and discourse.

Types of virtual events can include:

- Tutorials • Classes • Lunch and Learns
- Training Courses • Behind-the-scenes tours
- Interviews • Talks • Performances • Conferences
- Networking • Shows • Team building
- Brainstorming

Video Considerations

Video feeds should, if possible, zoom in and out periodically or change camera views. The presenter's background is important. If it's a cluttered office, or cramped space, consider having presenters set up a backdrop or re-arrange the space in which they will give the talk to be as pleasing to the eye as possible. If the setting your presenter is in is less than appealing it will negatively impact the power of their presentation. Let your presenters know that you have their persuasive power in mind and explain the benefits to them as to why putting together an appealing background aesthetic is important to the success of your event.

Sound and Lighting

Ask your presenters to have their faces well lit and check that their sound is as clear as possible. Video and audio signals can be distorted over the internet and when they get to the end user, your event attendee, you want them to be as clear as possible. It starts with ensuring everyone has the best possible source signal.

Sound and Video Do's and Don'ts:

- Don't have a presenter on video in front of a window.
- Do have a light that is next to or behind the

camera positioned at camera level shining on their face.

- Do use diffused light as it is better than direct light in most cases.
- Do raise your camera to eye level, speak into the camera and not the screen or viewfinder.
- Do use an external, either lapel or free standing. Quality sound is critical.

Hi-Touch

While your main aesthetic is online, you probably have the ability to ship event materials out to your participants in advance. This adds a key kinesthetic and tactile dimension to your event. Make your event stand out from the crowd by balancing hi-tech with hi-touch.

Music

An often overlooked aspect of any meeting is the sonic element. Think about times during your event when no one is presenting and could music be used to fill in the dead air? Consider what type of music you might use.

Presenters are Influencers

Provide your presenters with the details they need to become event ambassadors. Always include who, what, where, and how to attend your event.

No virtual event marketing should be without a link to show people where to go to register. Event hash-tags will help promote the event and drive conversation online

Rehearsal and Preparation

Things happen; prepare back ups of visuals and presentations in case videos don't play or a presenter video feed suddenly drops mid-talk. If possible, run a rehearsal. A rehearsal helps to make sure your presenters are comfortable with the technology and are able to deliver their messages with confidence. If you are using a mix of pre-taped videos and live video feeds you will want to make sure you have someone who is designated and well practiced at managing the technical portions. The more experience everyone has rehearsing the technical aspects of your event the more seamless the overall event will be.

Schedule and Timing

Your agenda should be accessible to all attendees before and during your event. This is critical as attendees are looking forward to certain topics, and presenters are relying on the assigned agenda times to be ready to speak. You will need a host to manage the real-time event dynamics.

Choosing a Host

Your virtual event host fulfills a critical role for your event so they must be comfortable and confident presenting in front of a live audience. The host will need to speak clearly, respond to questions, and introduce speakers. Your host should be comfortable looking straight into the camera and not at a script in his or her hands. They need to be flexible as tech challenges present themselves and to ensure the agenda timeline is being maintained. Plus, the host also needs to keep audiences engaged during the event. The hosts must be able to respond on a moment's notice to unexpected events.

You could also have two hosts that can speak to each other as well as to the audience. This can be really beneficial if the two hosts have a strong rapport and can provide witty banter.

Virtual Event Planning Resources

Here is a list of webinar platforms:

- 6connex: Available on any browser or device, with no download required. Features include flexible registration, social media integration, and real-time analytics.
- Crowdcast: Can be joined through a single URL. Tools include built-in registration forms, analytics, replays, and more.
- Demio: Allows for pre-recorded or live webi-

nars--or a mix of both. Includes private chat, interactive polls, call-to-action buttons, and other features.

- Livestorm: On-demand webinars from Livestorm include integrations with Google Analytics, Slack, and various engagement tools.

- WebinarNinja: No need to download software for this platform, which offers paid and free events, 1,000+ app integrations, and even a Facebook Pixel ad tracking.

- Zoom: Can have one host, group chat---and even breakout rooms. Plans cover from 100-10,000 view-only attendees.

- Youtube Livestream: A free and easy option for streaming live webinars.

Here is a list of social live streaming options:

- Instagram Live
- Facebook Live - Consider controlling access by creating a special private Facebook Group just for your event.
- LinkedIn Live
- TikTok
- Twitter Live
- YouTube Livestream

Here is a list of virtual event hosting services for conferences, tradeshows and networking:

- **6connex:** Exhibitors can create virtual booths, compete for leaderboard positions, livestream, and chat with this virtual trade show platform.
- **AirMeet:** An online event platform that encourages immersive interactions and networking amongst attendees.
- **Brella:** Speakers, multitrack agendas, sponsors, individual streams, and more are taken care of with this hub for virtual conferences.
- **HeySummit:** Build a landing page, onboard speakers, register attendees, and more. Note that this solution helps package virtual events, but you'll need to integrate with tools for live streaming.
- **Hop In:** This all-in-one live events platform covers everything from networking events, meetings, trade shows, webinars, live broadcasts, and more.
- **Run the World:** Everything from cocktail parties to fireside chats are an option with this remote conference platform. Built-in templates are available for different use-cases to minimize event-planning hassles.
- **Vfairs:** A virtual expo platform with everything from booths to webinar and conversations starter tools.

For booking information, customization or a quote, please contact Jeff McBride's manager:

Tobias Beckwith
tobias@yourmagic.com

Reach Jeff McBride directly at:

jeff@mcbridemagic.com

