MVP Video Event Planning Guide: Virtual Events

OPTIONS TO CONSIDER FOR YOUR VIRTUAL EVENT
Events vary in size and scale, this checklist may include options that are not applicable to you.

INFO GATHERING:
☐ AUDIENCE: public or private, estimated attendance
☐ PRESENTERS/STYLE: single presenters, panels, concurrent, workshop, interview; # of speakers
☐ INTERACTIVITY: attendees view only with text-based Q&A or chat, or having attendees as camera-visible and speaking to presenters?
☐ PRESENTATION MATERIALS: sharing slides, powerpoint, video playback, graphics, music
☐ TECHNOLOGY: are your presenters/audience prohibited from using Zoom as a platform?
☐ SERIES: single event, conference, series, course

OPTIONAL VISUALIZATION: CONSIDER YOUR EVENT LOOK AND FEEL
☐ BRAND: available assets to use in event i.e. style guide, animation, logos, website, third party event page, lower thirds, slides [welcome/break/close, zoom background]
☐ CUSTOM EVENT ASSETS: design and creation of opens/closes, interstitials, transition elements and more to elevate production value during event.
☐ PARTNERS/FUNDERS: considerations for additional recording of interviews or attendee feedback (ROI), alt versions for delivery or streaming

VIDEO PRODUCTION
☐ SCHEDULE: Event URL, syllabus for course, agenda PDF, draft
☐ RECORDING CLEARANCE: Release forms for speakers, audience Q/A
☐ TECHNOLOGY: single camera, 2 camera, live switch; cinematic packages
☐ TECH CHECKS: involves single presenters, panels, client teams
☐ PRE-RECORDS: zoom assisted, HD remote capture
☐ RUN THROUGH: slido tutorial, final media/presenter check, show flow
☐ SPECIAL EQUIPMENT: ring light, microphone
☐ ADD ONS: live lower thirds, video playback, copyright-friendly music, teleprompter
☐ ACCESSIBILITY: ASL, live captions

STREAMING SERVICES: WEB CONFERENCE or LIVE STREAMING [a.k.a. WEBCASTING]
☐ ZOOM WEB CONFERENCE: WEBINAR vs MEETING options may include breakouts, Q&A, chat, recording settings, invite options, attendee metrics
☐ STREAMING MEDIA WEB DEVELOPMENT: MVP URL, Slido, password/login
☐ WEBSITE FEATURES: concurrent sessions, breakouts, on-demand video, agenda link
☐ DISTRIBUTION: MVP URL, embed code for client-hosted page, social media

POST-PRODUCTION AND DELIVERY
☐ SCHEDULE: turnaround time requirements
☐ EDITING: event editing (basic trim/split by agenda), custom editing (creative treatment, writing, storytelling, promotional video)
☐ DELIVERY: source files, web ready, high resolution/archival
☐ ADD ONS: animation, motion graphics, lower thirds, slides/titles, music, segmenting, hard drive
☐ ACCESSIBILITY: post production captions