



## What Are the Biggest Mistakes Companies Make When Planning Virtual Events?

There have been thousands of virtual events presented in recent years. Learn from some of the common mistakes others have made when planning their events—so you can keep yours as effective and efficient and possible.

**Mistake #1** — Making the event about the event, vs. about the content. Like any event, a virtual event is only as good as its content.

**Mistake #2** — Assuming that if an event is virtual, people will think it's cool and want to attend. Virtual events are no longer a novelty or a sure thing in terms of attendance. You have to compete for your audience's attention—and win—by delivering great content.

**Mistake #3** — Repurposing content from a live event and assuming it will work as a virtual event. It won't. Virtual events have different needs than live events, and translating one type of event into another doesn't necessarily work.

**Mistake #4** — Not using the right platform or delivery approach. Delivering content via the right platform and using the right technology is critical and powerful

**Mistake #5** — Packaging the content wrong. The format and length of content has to be aligned with what the prospect wants, and can absorb.

**Mistake #6** — Not understanding techniques used to drive interaction. People don't just interact automatically. You have to make it happen with the right approach and tactics.

**Mistake #7** — Seeing a virtual conference as a one-day event. Designed correctly, virtual events can be powerful, ongoing engines for developing long-term demand.