



Common Mistakes to *Avoid* When Planning a Virtual Event

Acacia has been involved with virtual events since 2002 – and we’ve just about seen it all. Here are a few common myths, mistakes and misconceptions we encourage our clients to avoid:

#1 *Forgetting to focus on your attendee’s overall experience:* Like any event, every detail of your virtual event should be considered from your attendee’s perspective. Planning the details should include everything from how they are invited, their login experience, the elements of the event itself, and even how you’ll communicate with them post-event.

#2 *Assuming if an event is virtual, people will think it’s cool and want to attend:* Virtual events stopped being a novelty years ago so to compete for your audiences attention – know what they will value from attending your event – which is usually valuable content.

#3 *Repurposing content from a live event and assuming it will work “as is” for a virtual event:* Although we’re advocates of leveraging content from live events, it’s important to perceive how the content will work when viewing in a virtual environment. Sometimes making slight “tweaks” to modify the content or exploring new ways to deliver the content can make a big difference in creating a great experience for your attendee.

#4 *Limiting your platform and delivery options:* Some marketers assume there are just a few choices for how you can deliver a virtual

event but there are literally endless ways at various price points for you to explore. Finding the exact approach that's going to work for your audience (and budget) can substantially improve your ROI.

#5 *Using ineffective “cookie cutter” techniques to encourage interaction among attendees:* Have you been to a virtual event where you enter a Networking Lounge and find little to no interaction? We believe there is a *social science* to getting people to interact vs. leaving the networking solely up to your attendees.

To learn more Virtual Event tips and best practices, feel free to touch base with us at info@acaciamg.com.

About Acacia Marketing Group

Virtual events are about creating a powerful, positive experience for your audience. With Acacia, we'll help you explore a wide range of events—multi-day conferences, ½ day events, e-learning workshops, events that mix live and virtual elements, and more—going beyond standard virtual events. With years of experience, we know what works and what doesn't. And we know how to make your event as efficient and effective as possible.

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