

## First Steps for Your Virtual Event

The first steps for your first event are pretty straightforward:

- Set up the microsite, or public pages
- If you're having sponsors, put together the sponsor packages
- Create your marketing plan

## Setting up your microsite/public information pages

When you're thinking about your event, I suggest you start "from the outside in." That is, start with the public information pages - the microsite.

Your microsite is the first thing your attendees will see. It provides your attendees, speakers and exhibitors a chance to see what you are building. This will require the description, some header graphics and determine whether you'll be charging for the event. Once you have all of this, you'll use the **VME** to enter them and get your event on the air.

The **Virtual Manager for Events** is your tool to manage events, update schedules, your microsities, set up sessions and more. It's the administrative tool for running your events.

To get to the VME, click on this link: <http://event.vconferenceonline.com/vme/>

You'll be asked to log in, select your event, and click 'go to event' at the top of the page. Once inside, you can explore page by page or go to the Best Practices section and check out some great guides we've put together for you.

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## Sponsor Packages

When you set up the sponsor packages, consider the types of information your sponsors will need from you, and consider the benefits they'd like to see.

Consider **tiered** packages, with tiered pricing so they can pick and choose the options they want. Our clients' most common tiers are *gold, silver, and bronze*.

Consider what **offerings** your sponsors will find most interesting. Things like sponsored sessions, ads between sessions, even sessions in booths are all possible - and we're *always* open to discussing new ideas.

The price points and options for your sponsors are determined by you, and should be available in a document for your sponsors as you start to speak with them.

Don't worry - we have sample documents and templates that you can take a look at to give you ideas. *Your project manager can easily help you create this document.*

## Marketing Plan

Depending on the type of event, you'll want to lay out your plan for outreach. Don't forget, this is for sponsors AND attendees.

We suggest putting together a **calendar** and outlining exactly who will be doing which pieces - and don't forget social media channels. Each may be critical to your event, depending on the type of event and types of content and attendees you'll be supporting.

Here is an example of a marketing plan: [click here](#).

This is something else your project manager can help you with. We're here to help!

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