Virtual Event Details

Group Name:
Contact Info:
Date:
Event Budget:
Type of Event:

- ☐ 100% virtual,
- ☐ hybrid,
- ☐ in-studio,
- ☐ on-location.

Location (if in-studio, hybrid or on-location):

Auction Agency or Benefit Auctioneer (if applicable):

Time:

- ☐ Push Feed:
- ☐ Program Start Time:

Event Length:

- ☐ Pre-event:
- ☐ Post-event:

Live Stream Destination(s):

- ☐ Custom Landing Page:
- ☐ Social Media Platforms:
- ☐ Org Website:

Content Cloud Location:
Thumbnail:
Run of Show Deadline:
Run-through Date & Time:

Event Purpose & Goal:

Event Value to Attendees:

Event Information
Format & Content:
- Type of content to be streamed:
  - ☐ slides,
  - ☐ videos,
  - ☐ pre-recorded,
  - ☐ sponsor content.

- # of Hosts:
  - ☐ emcee
  - ☐ benefit auctioneer
  - ☐ presenter
  - ☐ speaker
- Host Location:
  - ☐ virtual,
  - ☐ in-studio
- # of Speakers:
  - ☐ virtual,
  - ☐ in-studio.
- Entertainment Elements:
  - ☐ pre-recorded,
  - ☐ live.
- Mobile Bidding (online auction):
  - ☐ platform type
  - ☐ link
- Security:
  - ☐ password protected,
  - ☐ open-share live stream.

- Audience Interaction options
- Gamification elements:
  - ☐ interactivity,
  - ☐ polling,
  - ☐ trivia.

☐ Sponsor(s) promotion & signage content:

☐ Other Locations Live Feeds (if applicable):

☐ Pre-Event Content Location Link:

☐ Post-Event Link for recording of event for posterity:

Essential Tech Roles:
- Technical Event Director
    - responsible for monitoring the script, calling the show and providing cues to the hosts and to the livestream technical engineer regarding all on screen visuals, speaker's incoming streams, integration of all other content, and scheduling and performing all pre-event runs and checks
- Livestream Technical Engineer
    - responsible for broadcasting all content to desired platform and managing all transitions between all incoming video feeds & effects
- Audio Engineer
    - responsible for managing the sound quality of the entire live stream program
- Audience Engagement Manager
    - responsible for building audience engagement and excitement, celebrate donors and thanking sponsors)
- Real-time Virtual Event IT Manager
    - responsible to help troubleshoot any issues during event)
- Videographer / Camera Technician
    - responsible for managing the one or two cameras used during the live production, one camera positioned for a wider/master shot and the other for close-ups - this role is not needed for a 100% virtual event.

Event Attendee Details
- Registration:
    - ☐ Open-share,
    - ☐ Invite-only.
- Promotion platforms:
- Sponsor & Stakeholder outreach methods:
- Data Points to be captured:
    - ☐ # of RSVPs,
    - ☐ # of attendees,
    - ☐ attendee participation/duration,
    - ☐ attendee interaction.

Hybrid & On-Location Logistical Details

Date & time of:

☐ setup:

☐ tear-down:

☐ # of attendees:

☐ Venue Manager:

☐ Catering:

☐ Floor Diagram:

☐ Deposit Deadline (if applicable)

☐ RFP Deadline: