

5 EASY TO IMPLEMENT

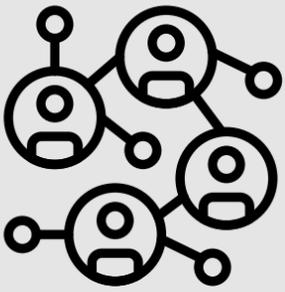
Post Virtual Conference Engagement Activities

1 CREATE A SURVEY



A post-event engagement survey is perhaps the simplest way to gauge attendee satisfaction or lack of it. The results provide valuable metrics with data on what went well and what didn't go so well, especially if this is your first virtual conference. Send the survey within 12 hours after the event and include questions where guests rate various parts of the event. Also be sure to segment your questions based on the audience demographics and engagement behaviors.

2 LAUNCH VIRTUAL NETWORKING OPPORTUNITIES



Are your followers following each other? After the event, you can set up a smaller virtual follow-up event or an online community where attendees can return. Consider creating a temporary forum where a moderator can start threads and facilitate discussions regarding anything related to the event. People who attend the same event have a common interest, and a networking event creates a community where discussion of your company or broader industry remains fresh. Plus, virtual puts it on "their time."

3 GIVE BACK



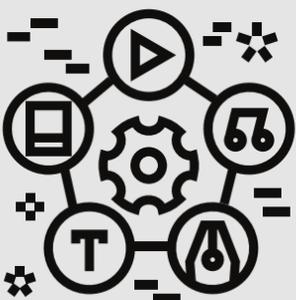
Your attendees did you a huge favor by attending the event. By all means, send a quick thank you email. Better yet, recognize them socially where their peers can see.

4 CREATE VIRTUAL Q&A EVENTS WITH SPEAKERS



Most questions from a conference session don't happen after the presentation. They happen a week later. When your members are actually working to implement what they learned during the session. So, bring the opportunity to them. Encourage members to post questions into an online community completely dedicated to the session. Set a time frame. Then, invite the speaker inside the community to answer the questions. Responses can be posted per question or even consider hosting a virtual roundtable discussion. Posting responses on the community wall makes them visible to all members of the community and creates valuable content on behalf of your organization. Win-win!

5 LET YOUR SPONSORS CONTRIBUTE



Your Vendor Sponsors are thought leaders in the industry. They want to contribute to the content being shared across your platforms for industry leaders. The key here is partnering with these sponsors to provide highly customized delivery of business information (BI) to audiences based on audience behaviors and tagged content, achieving a highly-customized, audience-interest driven experience.