



Are You Ready To Host A Virtual Event?

It's so cool that you are considering holding your own virtual event! Online events are awesome for creating community for your business.

Because we are probably new to each other, I'm Val Selby and my niche is consulting and managing virtual events. I LOVE THEM!

From November 2018-October 2020 I've successfully managed 10 bundles and 6 summits, including some of my own. A couple were a bundle/summit combo which was really fun.



I started out running online events way back in the mid 2000's with a site that ran online parties for direct sales reps. I had no idea it would give me the experience to jump into events full time at a later time, but it sure makes sense because I loved gathering people together for a common idea.

This checklist is meant to start your thought process about your event. It's not all inclusive nor is it meant to deter you from hosting your own. I created this to get your creative ideas going and steer your thinking in the direction of how you will run your event.

Go through this checklist and write down anything that pops in your head. Take a good look at your numbers. Write out exact people you would love to work with.

If you would like to have a private conversation and gain specific insight from my experience, I'd love to join you in a [Virtual Event Brainstorming Session](#).

Biz Boldly,

Val Selby



Reach

- Do you have an engaged list?
 - Open rates
 - Clicks to your promotions
 - Email replies from your list
- Do you have a social media account that is actively engaging with you?
- Will you require participants to have a certain reach?

Buyers

- Is it going to be a free giveaway, paid bundle, summit or a combination?
- If you will charge for the event, are your followers and list buying from you now?
- Who is your ideal customer for your event?

Unique

- What is your theme?
- What will make your virtual even unique and different?
- Who would you LOVE to participate in your event?

Marketing

- Are you organized?
- Are you consistent with your current marketing?
- Have you participated in similar events to see how they are run or what you'd like to do different?

Misc.

- Do you have your offer ready to upsell at your event or add as an upgrade to the bundle?
- Do you have 12+ weeks to highly focus on your event?