

A Virtual Conference Road Map

Tagoras Example

Lead-Gen Example

You

1

why

the first essential decision that drives subsequent decisions

- Identify a scalable approach to non-consulting revenue.
- Diversify revenue sources.
- Walk the walk as learning leaders.

- Uncover unknown prospects.
- Increase perceived value with known prospects.
- Provide a conversion opportunity.

2

timing

time of year, days of the week, time of day

- For time of year, consider budget cycles.
- Schedule live sessions to be doable for all four time zones in continental U.S.

- Don't overthink—do what works best for internal purposes.

3

content

what topics, who will deliver

- Use existing IP as structure.
- Deliver significant portion of content personally.
- Handpick learning business practitioners.

- Align topics and sessions with conversion opportunities.



4

format

overall length, length of individual sessions, session availability (asynchronous, synchronous, or a mix), pre-recorded or delivered live, use of video, access to recordings

Tagoras Example

- Month long format (supports learning)
- Varied session lengths
- CAE credit for live attendance
- Sessions delivered live (content informed by attendees)
- Some video to create sense of community
- Recordings available by next day for 3+ months

Lead-Gen Example

- Two days
- Same session length
- Available only at scheduled times (no on-demand access to recordings)
- Pre-recorded content with live text chat and Q&A
- Extensive use of video

You

5

platform

how to handle registration, communication, marketing presence, and delivery of sessions

- WordPress and plugins for event Web site (with e-commerce) and for hub for registrants
- Zoom for live sessions
- AWS for recordings
- MailChimp for communication

- Page on existing site
- Registration via GoToWebinar, integrated with CRM
- GoToWebinar for live sessions
- Vimeo for recordings
- CRM for communication

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business model

attendee registration (complementary, individual, organizational, à la carte, etc.), sponsorship (levels, benefits, and fees)

- Individual and organizational registration
- No à la carte options (full participation key to realizing full benefit)
- No sponsorship

- No sponsorship
- Complementary registration
- Access to recordings as lead magnet