



UNNESTING B2B VIRTUAL EVENT BEST PRACTICES

VIRTUAL EVENTS ARE THE FUTURE OF B2B

Benefits

- Low cost of overhead.
- Greater access to experts and speakers.
- Ability to reach a wider audience.



HOW TO MAKE VIRTUAL EVENTS MORE ENGAGING

VIRTUAL EVENTS can take a variety of shapes — from multi-day conferences to trainings and sales presentations. However, if you pop open a virtual event, you will find that the most engaging virtual events have layers nested within their outer shells.

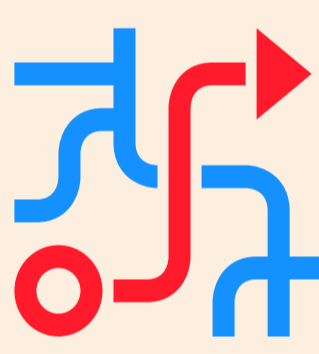
To make the biggest impact with your virtual event, layer in **HYBRID OPTIONS**, **INTIMATE MEETINGS** and **DATA COLLECTION**.

HYBRID EVENT BEST PRACTICES

Impactful hybrid event tactics include:



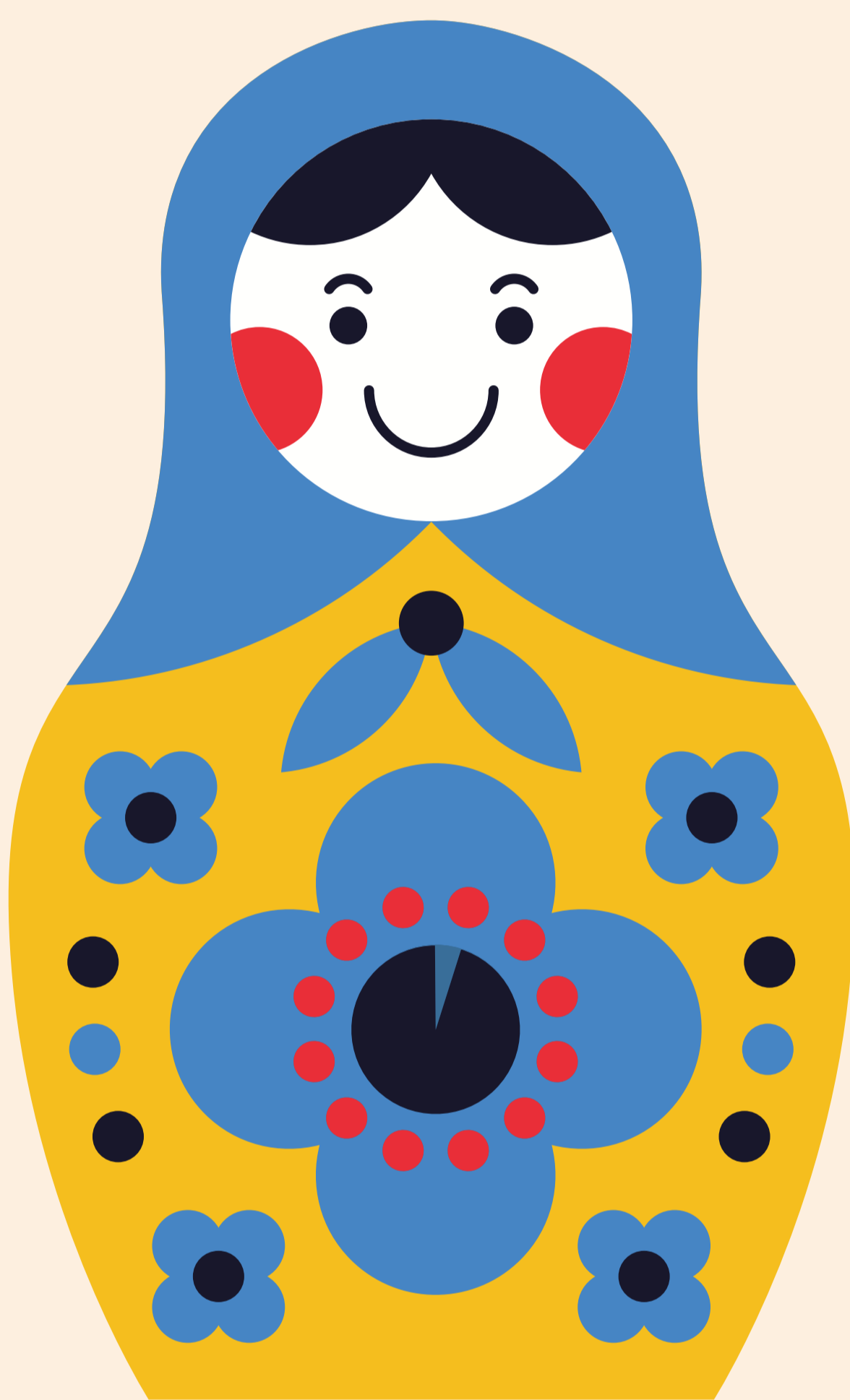
PROGRESSIVE, NOT PARALLEL, SESSIONS
Don't offer identical content for your online audiences and in-person attendees. Vary the content shared and the formats in which it's presented.



A CONTENT JOURNEY
Think of each event session as a stop in the journey of your content strategy — a strategy that allows for the conversation at each of these occurrences to grow and develop.



CONNECTION AND ENGAGEMENT
The in-person segments should be exciting with a focus on "in the moment" conversations and live networking to foster healthy FOMO (fear of missing out). The online portions are reserved for ease of attendance where participation might not be necessary. You can still offer breakout rooms for online events that mimic in-person sidebars.



95%
of B2B marketers believe hybrid events will be a mainstay of the virtual event world.
—ON24

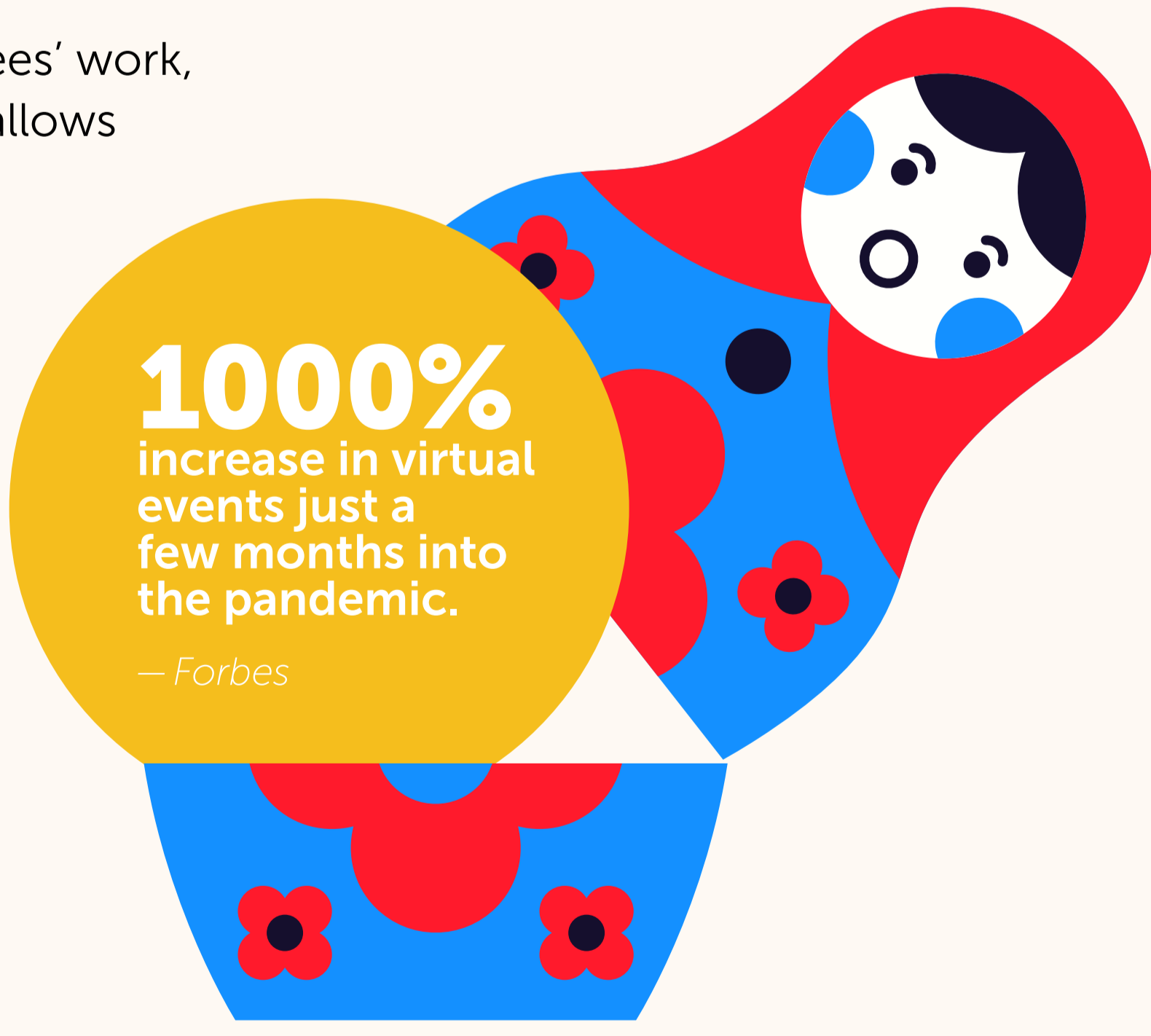
INTIMATE MEETING BEST PRACTICES

Nesting intimate meetings inside your hybrid offerings will keep audiences engaged with your content by:

CREATING RELEVANCY
Present content that is relevant to the attendees' work, helps them problem-solve for their jobs and allows them to network with industry peers.

TARGETING SMALL AUDIENCES
Two or three smaller online events with 50 of the right people, who are all very interested and engaged, can be more powerful than a bigger event with 200–300 invitees who have only a passing or modest interest.

MAKING ROOM AT THE TABLE
A more intimate audience fosters the idea that everyone in attendance at the session is there for a reason, has something meaningful to say and can positively contribute to the conversation.



DATA COLLECTION BEST PRACTICES

With the demise of third-party cookies in 2023, marketers can unnest the final layer of virtual events to strengthen their data by:

- Relying on data from first-party cookies.
- Learning about attendees from the moment they register.
- Tracking session engagement and content downloads throughout the virtual event.
- Viewing insights from post-event surveys.
- Staying in touch with attendees from the smaller, intimate sessions and catering ABM campaigns to the content they found relevant.

