

# Creating Vibrant Virtual Events

## A How-To Mini-Workbook

Designed to help you create virtual events  
with your time, skills and budget in mind.

*Created by:*

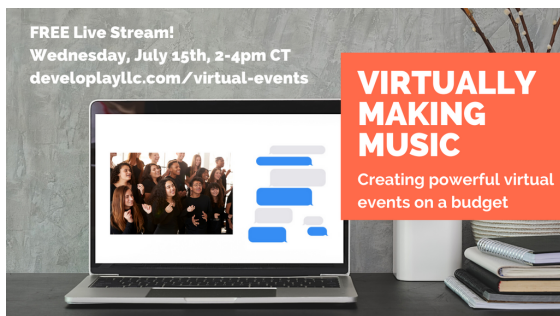
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**Need some guidance on your next virtual event?  
Let's talk.**  
[developlayllc.com/virtual-events](https://developlayllc.com/virtual-events)

## Happening soon...

### FREE Live Stream!

My colleague, Adam Reinwald and I will be diving  
into the behind-the-scenes of creating effective  
virtual events.



**Join us Wednesday, July 15th 2020 from 2-  
4pm CT at:**  
[developlayllc.com/virtual-events](https://developlayllc.com/virtual-events)

We'll answer your questions, and guide you through  
the process of taking your event from fledgling idea  
to fully formed event.

## Creating Vibrant Virtual Events

### 3 Things to Consider:

**1** When programming a virtual concert, telling a coherent and interesting story is **essential**. Remember, video allows you to pull in other types of art to help tell your story. Consider partnering with other artists or groups from across the country/world in ways you'd never considered before!

**2** Virtual experiences are **NOT THE SAME** as in-person experiences. Don't expect what works at a fancy fundraising gala event, or your packed concert hall to work the same way in a virtual space. Instead, be thoughtful and creative about what works and what doesn't in online spaces.

**3** Use virtual events as a part of your strategy now **AND in the future**. Don't think of these virtual programs as an "in the meantime" activity you do just until things "go back to normal." Even when groups CAN gather again, you may want to keep certain aspects of your virtual programming to reach broader audiences and supporters.

### Explore the possibilities!



**National Lutheran Choir Virtual Gathering - Fundraising Gala turned Online Gathering.** Highly produced, 60 minute, one-time virtual event with both live and pre-produced components. [Click here to watch.](#)

**Beer Choir Virtual Happy Hours -** Weekly, live stream, with lower production value, but consistent reliable content. Focus on deepening and growing the audience over time with more regular events.

[Click here to watch.](#)



**Oakland Interfaith Gospel Choir** hosted a livestream event with live and pre-produced content. They also created a how-to guide for others about creating virtual events: [Click here to watch the stream and download the guide.](#)

# Creating Vibrant Virtual Events

## Tech Top Secrets



### Live Stream

- Opportunity for stronger engagement from viewers in chat.
- Live is always riskier, even with extensive planning.

### Pre-Produced

- Everything created and edited prior to event, but may have less audience engagement.
- Less chance of major issue than with live.

### What about software?

- **Recommended Streaming Software:** that links to Facebook or YouTube: [Zoom](#) (Pro Accounts) or [StreamYard](#).
- To incorporate pre-produced content smoothly, recommend [OBS](#) (free) or [Wirecast](#) to manage the stream. Takes some set up, but avoid the clunky "share screen" interface in other platforms.

- **Recommended Video Editing Software:** [Adobe Premiere](#), [Final Cut Pro X](#).
  - Free video software available, but if editing virtual choirs, recommend investing in good software.
- Once your content is edited, host a [Facebook Watch party](#) or a [YouTube Premiere](#) to encourage people to watch "live" with you and participate in chat.

### What about chat during your event?



If you'd prefer to put your virtual event on your website, then you can embed a chat tool like [Minnitchat](#) to make chatting simple. (Facebook and YouTube both require participants to log in to their accounts to chat, so if your viewers don't have a Facebook or Google account, they won't be able to participate.)

### What kind of computer do you need?



Not all computers are considered equal. Streaming and video editing take a lot of hard drive space and high processing speeds to do well. If you're planning on doing video editing and virtual events for the long haul, consider upgrading your computer to something with good storage and speed. Hiring out may be a more cost effective solution.



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## Other Things to Consider

### Music Copyright

- Videos archived online have different copyright restrictions than music distributed in other forms. Both Facebook and YouTube have algorithms built to flag and take down copyrighted music.
- **Best practice:**
  - Contact the music publisher to get synchronization license (different than a mechanical or streaming license.)
  - May need to pay a fee - costs vary widely.
- Webinar all about copyright in the choral landscape. [Click here](#) to watch.



### Fundraising

**Non-fundraiser events:** It's always smart to provide viewers with a way to financially support your work during every virtual event, even if it's not a designated fundraiser. Don't be obnoxious, but be clear and consistent about how people can support you.

- **Ways to accept support:**



- Set up **Venmo** or **Paypal** to receive money from viewers who wish to contribute.
- Create a Tip Jar or Donate link on your website that you can direct people to simply.
- **Patreon** - platform for fans to support creators on a more ongoing basis.

**Fundraiser events:** Developing your event as a fundraiser or online gala event makes it very clear to your audience that your goal is fundraising.

- **Auctions:** Consider incorporating a live or silent auction component into your virtual event. Many online auction software platforms provide this functionality.
- **Fund the Mission:** Have a 'Fund the Mission' giving moment in your event where you ask people to support your organization. Be sure donating process is very simple and clear.
- **Caution:** Avoid too many "talking head" asks for support during your event, or your supporters may tune out.

**If you provide a high quality experience, people will feel more compelled to financially support you.**



More on virtual events:  
[developlayllc.com/virtual-events](https://developlayllc.com/virtual-events)



## Creating Vibrant Virtual Events: Reflection Questions

### Planning your virtual event

Who are you trying to reach/connect with/build relationships with? (Who is your audience?)

What kinds of content is your audience most likely to respond to during this pandemic?

What partnerships can you cultivate to help expand your work now and more long term?

### Crafting the experience

What is a one sentence description about what people will **GET** from participating in your event?

What are 3-5 words that you want people to use to **DESCRIBE** your event?

How do you want people to **FEEL** as a result of attending your event?

What do you want people to **DO** as a result of attending your event?



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# Creating Vibrant Virtual Events: Reflection Questions



## Tell your story

**What story elements need to be a part of your event to effectively tell your story?** (examples could include: virtual choir pieces, comments from your artistic director, audience quotes or reflections, interviews with composers, or collaborative videos with other musicians or artists.)



## Who's at the table?

**Who do you need to get buy-in from, or collaborate with, in order to successfully tell your story?** Examples could include: singers, board members, staff, supporters, donors, funders, video editors, producers, community members, etc.

**Get creative! Focus on telling a compelling story  
through music and video.**



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