# Virtual Event Checklist

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<table>
<thead>
<tr>
<th>General Event Planning</th>
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<tbody>
<tr>
<td>Adaptive platform</td>
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<tr>
<td>Self-service or full-service platform</td>
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<td>Tracks</td>
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<td>Sessions</td>
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<tr>
<td>Length of Event</td>
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<tr>
<td>Logo/branding</td>
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<td>SocMed tags</td>
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<td>Event email</td>
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<td>Registration maximum count</td>
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<tr>
<td>Attendance maximum count</td>
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<tr>
<td>Custom locations within event</td>
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<table>
<thead>
<tr>
<th>Bandwidth Requirements</th>
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<tbody>
<tr>
<td>Presenter requirements (talking head, gallery, screen sharing)</td>
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<tr>
<td>Attendee (video feed, gallery)</td>
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<table>
<thead>
<tr>
<th>Pre-Event</th>
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<tbody>
<tr>
<td>Custom URL</td>
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<tr>
<td>Tags</td>
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<tr>
<td>Time zone setting</td>
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<tr>
<td>Custom time zone label</td>
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<td>Open date/close date</td>
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<td>Early sign-in setup</td>
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<td>Event archive scheduling</td>
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<tr>
<td>Access modes: open door, registration required, invitation only</td>
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<tr>
<td>Custom registration form (HTML)</td>
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<tr>
<td>Custom registration confirmation</td>
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<td>Registration confirmation redirect</td>
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<td>Registration notifications</td>
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<td>Captcha</td>
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<td>Custom registration fields (field types)</td>
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<td>Auto/manual registration approval</td>
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<td>Email validation</td>
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<td>Email domain filters</td>
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<tr>
<td>SocMed registration/sign-in</td>
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<td>Ticketing</td>
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Payment processors
- Coupons (apply to, percentage/price, expiration, redemptions, tracking use of)
- Password bypass
- Remote registration (API calls)

Registration/Sign-In
- Welcome prompt
- SocMed profile import
- 3rd party integrations
- Zapier integration
- Custom registration forms

Emails
- Custom email templates
- Venue reminders (multiple sets)
- Session start reminders
- Session follow-up to attendees
- Session follow-up to absentees
- Member invitation
- Batch import welcome

Booths
- Modern
- Traditional
- SocMed links
- Website links
- Share links
- Submit an Inquiry (customization)
- Briefcase (swag bag)
- Custom URL
- Tags
- Custom fields (external ID tracking)
- Open door
- Invitation-only
- Draft mode
- Announcements
- Job list
- In-booth sessions
- Forms upon entry
- Resource types (video, all file types, links, etc.)
- Resource rights (limitations)
Resource folders
Resource re-ordering
Request meeting function
Staff rights
Contributor rights
Booth Admin rights
Staff messaging
Booth chat
Independent backgrounds on booths
Apply background to all booths
Mobile/tablet customization
Varied interactive components
Visible design borders
Design layering
Right/left navigation (booth-to-booth)

Sessions

- Schedule/Agenda (interactivity frequency)
- Search by... (speaker/track)
- Tracks
- Rooms
- Live
- Feeder (Zoom, GoToWebinar, Adobe, Webex, Other)
- Simulive
- On-demand
- Transition to on-demand
- Custom thumbnail
- HTML description
- Session panel labels
- Moderator(s)
- Tags
- Resources
- Q&A
- Chats
- Polling
- Survey
- Link to Booth
- Staff visibility only
- Session Copy
- Invitation Only
- RSVP
Chat
- Session Chats
- Booth Chats
- Chat Room
- Private Chat
- Chat notifications

Resources
- Master resource location
- Briefcase (swag bag)
- Tags

General
- Broadcast messaging
- GeoMapping
- Google analytics
- Search for attendees
- Search on tags
- Commenting on content
- Venue activity digest
- Video call features
- Account-based marketing
- Access groups
- One-on-one meeting scheduling
- Categories (content and people)
- Unlimited static pages
- Adaptive testing
- Attendee import/edit
- Attendee tracking

Post-Event
- Chat exports
- Q&A exports
- Booth reports
- Session reports
- Analytics: registrants/attendees/conversion
- Analytics: sessions/booths
- Analytics: search
- Analytics: API
- Exclusion lists for analytics
Media Management

- Media library function
- Import from cloud
- Classifications

Other

- Open Badges
- Post-event survey

Miscellaneous

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Production Notes:

Live Concerns
Share bandwidth requirements with your audience in advance, if possible

Sample Requirements
- For gallery view and/or 720p video: 1.5 Mbps/1.5 Mbps (up/down)
- Receiving 1080p HD video requires 2.5 Mbps
- Sending 1080p HD video requires 3.0 Mbps
- Screen sharing: 0.04 Mbps (40 Kbps) to 8 Mbps, depending on the size and rate of changes happening on screen

Simulive Concerns
- Measure the size of all video files
- Determine minimum acceptable:
  - video/image size (standard vs. HD)
  - frame rate (30 fps default)

Platform Considerations (Besides Security)

“Important Notice:
To preserve internet bandwidth and ensure that we are making the best use of global networks, you may experience intermittent availability of HD video during meetings with 3 or more participants hosted on your desktop or mobile device. Standard video capabilities will remain in place.”

3 Mbps
2.5 Mbps