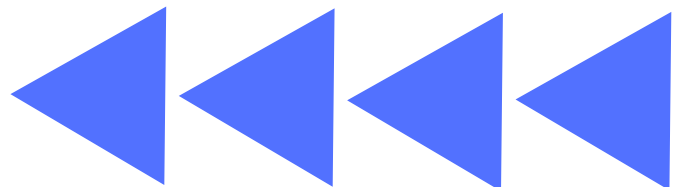
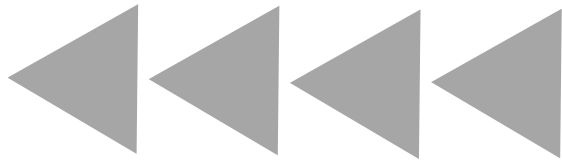




ONLINE EVENT

PLAN





STRATEGIC

Will you do a skills gap analysis of your team?

What type of events?

What barriers do you have to overcome?

Who is your target market?

What benefits of the online products will you highlight?

What will be your specific targets?

How many events will you run?

What will be the duration of your events?

How will you secure sponsors?

What will be your level of engagement for stakeholders?

What are your objectives?

What resources can you commit?

What prices will you charge ?



PRACTICAL



What broadcasting and hosting platforms will you use?

What payment and invoicing platform will you use?

What support will you give to content providers?

What support will you provide to attendees?

What support will you offer for supporters?

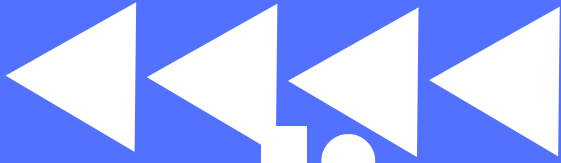

Where will you allocate your resources?

Who will carry out your marketing and sales tasks?

How will you curate or create your content?

What training and support will you have for your team?





**online
events.
Where to
start?**

FOR MORE SUPPORT VISIT
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