

CERTIFICATION TRAINING



**VIRTUAL EVENTS
INSTITUTE**

**CONNECT
LEARN
TRANSFORM**

info@virtualeventsinstitute.com

www.virtualeventsinstitute.com

A close-up shot of a middle-aged man with dark hair and glasses, holding a dark blue pen near his face in a thoughtful pose. The background is a blurred indoor setting with a white shelf and a small potted plant.

**LEARN AT YOUR OWN PACE
WITH UNLIMITED 24/7
ACCESS FOR 6 MONTHS**



- Global certification setting the standard for Virtual and Hybrid events excellence
- Inspire, educate and increase confidence to create the next generation of event professionals
- Building a community for peer-to-peer learning, formal learning, sharing of case studies and best practice
- Delivering training program, summits, tech talks, showcases and market insight

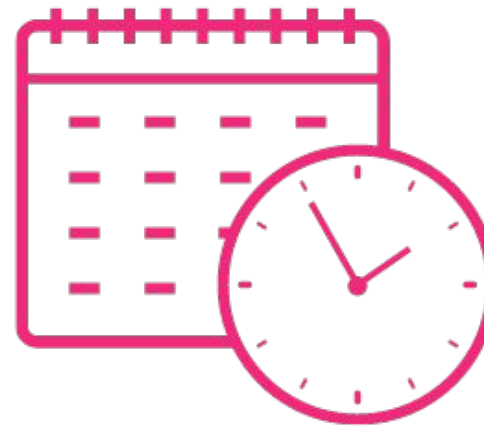
VEI CERTIFICATION TRAINING PROGRAM



11 MODULES



**DOWNLOADABLE
RESOURCES**



**ON DEMAND
LEARNING**



**15 HOURS
OF CONTENT**



**MODULE
EXAMS**

ACCESSIBLE LEARNING

ON-DEMAND LEARNING

- Delegates can learn at their own pace and convenience, with no time-zone restrictions.
- A series of self-paced exercises and an exam at the end of each module.

LANGUAGES

- Closed captioning available in English, Chinese Simplified, French, Portuguese and Spanish. *Other additional languages coming soon.*



THE LEARNING EXPERIENCE

THE EXPERIENCE

- The training is delivered via an eLearning system
- There are key learning objectives at the beginning and end of each module
- Users receive log-in details as soon as they have signed up, and can access the platform 24/7.

POST-COMPLETION

- Upon completion each user receives a post-completion VEI Digital Ringbinder, including all of the self-paced exercises and additional resources



CERTIFICATION

CERTIFICATE & BADGE

- Receive full **Virtual Events Institute Professional (VEIP)** certification and the right to display the VEI badge on your CV and LinkedIn.
- Upon completion you will be entitled to use the designation **VEIP** after your name, which will denote your proficiency in planning, designing, running and monetizing virtual and hybrid events.



17 EXPERT TRAINERS

You will benefit from the knowledge of 17+ global leading subject matter experts, from across many event models and sectors. All are specialists in their specific areas of virtual and hybrid events, which means that you have access to the most relevant information for each module topic.



Ewa Campbell

Chief Marketing Officer
GovNet



Andrew Carney

Co-founder
Smartxpo



Gabriella Cyranski

Marketing Strategist
Intrado – Digital Media



Laura Davidson

Director
Tag Digital



Dawn Dennis

Founder & Event Director
Continuity Consulting Limited



Peter Wardell

Professional Speaker & Performer
Brandmagic



Clare Forestier

Event Host, Media & Presentation Skills
Coach



Emma Hilitch

Content Director
Virtual Events Institute



Michaela Jeffery-Morrison

Chief Executive Officer
Ascend Global Media



Eric Louw

Managing Partner
The Social Effect



Vanessa Lovatt

Chief Evangelist
Glisser



Neil Shorney

Chief Possibility Officer
Navanter



Ricardo Molina

Co-founder & Director
BrightBull Marketing



Stephan Murtagh

Managing Director
The Exhibition Guy



Miguel Neves

Chief Social Strategist
miguelseven.com



Nick Paul

Director
The Virtual Event Company



Stephanie Selesnick

President
International Trade Information

[SEE MORE INFO HERE](#)

11 MODULES TO EXPLORE



**INTRODUCTION TO
VIRTUAL EVENTS**



**ATTRACTING YOUR
AUDIENCE**



**INCREASING
AUDIENCE
ENGAGEMENT**



**DEVELOPING
STRATEGIC
CONTENT DESIGN**



**MONETIZING
YOUR VIRTUAL
EVENT**



**MASTERING SALES
SKILLS FOR
VIRTUAL EVENTS**



**CHOOSING THE
RIGHT
TECHNOLOGY**



**EXECUTING YOUR
VIRTUAL EVENT
ON THE DAY**



**MEASURING
SUCCESS POST-
EVENT**



**BUILD YOUR
ONLINE EVENT
COMMUNITY**



**INTRODUCTION TO
HYBRID EVENTS**

11 MODULES TO EXPLORE Introduction to Virtual Events



- What are virtual events?
- Understanding the key differences between Physical, Virtual, and Hybrid
- Deep dive into different types of virtual events:
 - Live streaming
 - Webinars
 - Round tables
 - Meetings
 - Training
 - Exhibition
 - Networking

11 MODULES TO EXPLORE

Attracting Your Audience



- How to understand the differences between marketing physical and virtual events
- How to build a detailed attendee profile
- How to create best practice for promoting your events: routes to market, lead generation
- How to achieve high conversion from registrations to attendance on the day
- How to ensure that your value proposition resonates with your virtual audience
- How to keep your attendees engaged between virtual events
- How to capture and make use of key demographics

11 MODULES TO EXPLORE Increasing Audience Engagement



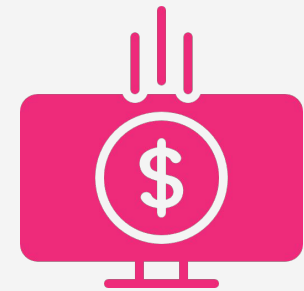
- How do you keep your audience engaged for the duration of the event?
- How to create personalized audience experiences How to develop engagement techniques to extend human communication
- How to create effective moderating for a professional and interactive experience
- How to create new ways to engage with your customers to develop deeper customer relationships

11 MODULES TO EXPLORE **Developing Strategic Content Design**



- How to identify core content for a virtual environment
- How to select formats to maintain engagement: increasing attention span with interactive content
- How to pinpoint key “must-haves” to attract both quality and quantity in your audience
- How to attract and convince speakers in the virtual environment
- How to prepare and plan for speakers to ensure the best results on the day
- How to monetize content effectively
- How to effectively re-use content after the event to maintain market momentum

11 MODULES TO EXPLORE Monetizing Your Virtual Event



- How to create new revenue streams
- How to develop value-based pricing
- How to determine price points & accurate benchmarking
- How to develop a value proposition tailored to the new needs of your customer
- How to monetize audience data
- How to present and sell the new packages and environment to your customer
- How to help your sponsors gain demonstrable value and ROI from your virtual event

11 MODULES TO EXPLORE Mastering Sales Skills for Virtual Events



- Stepping into your customers' shoes in the new normal
- Helping your customers to discover what they need
- Updating your sales skills to embrace the new generation of solutions for events
- Becoming a consultative salesperson with a more personalized approach
- Achieving your customers' goals through innovative solutions
- Deepening your understanding of your virtual events tech platform

11 MODULES TO EXPLORE

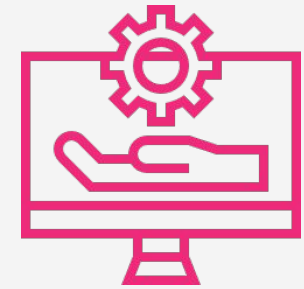
Choosing the Right Technology for Your Virtual Event



- How to choose the right option for your event: event delivery, live streaming, networking, matchmaking, full service, etc.
- How to build a virtual event technology stack and use a technology integration partner
- How to check business viability and ongoing staffing and service levels
- How to determine your connectivity criteria: device and browser compatibility, security and privacy
- How to compare performance, scale, reliability, and price
- How to introduce configurability and branding
- How to select and make full use of reporting and analytics capability

11 MODULES TO EXPLORE

Executing Your Virtual Event on the Day



- How to put together the right event team with defined roles and skill set
- How to write a detailed show “run through” document
- How to manage the technology, your technology partners and your team
- How to make the most of your moderator and speakers on the day
- How to streamline sponsor logistics for a positive customer experience
- How to manage the risks through thorough testing
- How to optimize the delegate journey and experience
- How AI is enabling virtual events

11 MODULES TO EXPLORE

Measuring Success Post-Event



- How set the right goals and determine how to measure success
- How to define the accurate KPI's for your virtual event
- How to discover key benchmarks
- How to get meaningful data on event performance and create custom reports
- How to leverage business intelligence to optimize marketing for future events

11 MODULES TO EXPLORE

Building Your Event Community



- How to design the right platform stack for year-round engagement
- How to manage growth through a dedicated Community Manager
- How to create regular opportunities for networking and increase market touchpoints
- How to nurture your online communities for organic growth
- How to increase community momentum and reach: the role of ambassadors, advisors, speakers, advocates
- How to capitalise on the unique opportunities within LinkedIn
- How to use the community to encourage year-round engagement and return attendance at the event

11 MODULES TO EXPLORE

An Introduction to Hybrid Events



- How to effectively combine the power of physical meetings with the wide audience reach of a virtual event
- How to choose the right format for your event
- How to choose the right technology stack and integration partner
- How to compile the right team and understand the roles required
- How to design for content sharing, during and after the event
- How to ensure inclusivity across the event for virtual and physical attendees
- How to create a real networking experience for physical and virtual attendees

CUSTOMER FEEDBACK

There is no end to education. The VEI are doing an exceptional job to lead our industry through change and transition.

Chris Lee, Managing Director, Informa Markets

In the interest of learning and improving our knowledge and experience, I'm delighted to have completed the Virtual Events Institute course. Engaging lessons, lots of insight and great prompts for new ideas.

Ed Tranter, Managing Director, 73 Media

I can't recommend it highly enough, whether you sit on my side of the fence in corporate event management or on the other as an event organiser, vendor or agency.

Marcus Hall, Senior Event and Communication Director, Worldpay

I would highly recommend this certification program to anyone looking to improve their virtual events or even those who aren't sure where to begin.

Sarah Chrasteky, Senior Director, Texas A&M University



+85

**Net Promoter
Score**

TOP TAKEAWAYS

- 1. Fully understand the entire process.** Each module delivers an in-depth dive into key topics to guide you through the whole process of creating and running successful virtual events.
- 2. Build your knowledge, step-by-step,** in virtual events which will give you the tools and the confidence to deliver great events.
- 3. Collect a resource library of practical tools** such as templates and checklists, from the self-paced exercises and downloads.
- 4. Make sense of the complicated tech market** and really understand how to select and use the right tech for your events.
- 5. No-one wants to have issues on the day.** Take the methods and techniques from the course to plan your own events to the tiniest detail, then deliver great events with confidence.
- 6. If your events have always made money, there is no need for this to change.** Learn how virtual events experts develop pricing and charging models and have created brand new revenue streams for you to implement in your market.
- 7. Follow our detailed module on community building** in a virtual environment to get close to your market and learn exactly what they need and want.
- 8. Once you have mastered the practicalities of delivering virtual events,** gain insights and detailed know-how on how best to deliver hybrid events, the likely future for all events.

With the warm knowledge that you now have the skills and experience to live up to it, receive full Virtual Events Professional certification and the right to display the VEI badge on your CV and LinkedIn.

PRICING

STANDARD RATE



Our training will provide you with the key skills and knowledge to excel at producing, selling, marketing, and running virtual events.

This package includes:

- Full Virtual Events Institute Professional (VEIP) certification
- Access to all 11 Modules, on-demand.
- Access to over 15+ hours of learning
- Access to module exams & downloadable self-paced exercises
- Access to exclusive post-certification content & updates, including a digital ringbinder of resources.

\$975
BUY NOW

NOT-FOR-PROFIT & FREELANCER



Do you work for a non-profit? Or are you a freelancer? If so you can benefit from a reduced rate for full VEIP certification.

This package includes:

- Full Virtual Events Institute Professional (VEIP) certification
- Access to all 11 Modules, on-demand.
- Access to over 15+ hours of learning
- Access to module exams & downloadable self-paced exercises
- Access to exclusive post-certification content & updates, including a digital ringbinder of resources.

\$440
BUY NOW

PRICING



OPEN TO WORK

Are you currently out of work and looking to add a highly in-demand skill set to your CV? This is valid only if you currently have no full time employment and is not open to freelancers.

This package includes:

- Full Virtual Events Institute Professional (VEIP) certification
- Access to all 11 Modules, on-demand.
- Access to over 15+ hours of learning
- Access to module exams & downloadable self-paced exercises
- Access to exclusive post-certification content & updates, including a digital ringbinder of resources.
- Access to VEI Exclusive Recruitment Partners to assist with career advice and CV writing.

\$350
BUY NOW

INDIVIDUAL SESSION

Interested in one subject area in particular? Choose 1 of our 11 module masterclasses with full access to all content.

This package includes:

- Access to 1 module of your choice
- On-demand learning, choose when you want to learn
- Access to the module exam & downloadable learning materials
- Please note, individual sessions will not provide you with full certification

\$95
BUY NOW

FREQUENTLY ASKED QUESTIONS

Why should I take the VEI Certification Training Program?

- The virtual events industry is forecast at 404 Billion USD by 2027, at a CAGR of 23.2% from 2020 to 2027. As this industry grows and evolves, that equates to a total of 100,000 new event professionals per year who will need to be reskilled for the growing virtual and hybrid events market. It is key now, more than ever before, to increase and develop your skill set within events to ensure you are fully trained to develop the new normal in events and to keep a competitive edge.

Who is the VEI Certification Training Program aimed at?

- Our VEI Certification Training Program is aimed at anyone who organizes, plans, owns or is involved with any type of virtual event. So for event planners, event organizers, meeting planners, corporate event planners, B2B and B2C and includes sales, marketing content and operations professionals, globally. If you or your team are involved in working in marketing, selling, producing and delivering events then this program is for you.

FREQUENTLY ASKED QUESTIONS

How long does each module take to complete?

- Each module, including the exam, should take you between 60-90 minutes to complete.

Can I revisit the modules once I have completed them?

- Once you complete the Training Program you will receive a digital ringbinder which will include all of the downloadable support material, to ensure continuous learning.

Do you have payment plans?

- We want to be as flexible as possible when it comes to payment, as we understand that the events industry is volatile right now. Please contact a member of the VEI team to discuss payment options, bespoke needs and group booking discounts at info@virtualeventsinstitute.com



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