VEI

VIRTUAL EVENTS
INSTITUTE

CONNECT
LEARN
TRANSFORM

TRAINING PROGRAM

www.virtualeventsinstitute.com

info@virtualeventsinstitute.com

BECOME A VIRTUAL EVENT PRO

Our training courses will provide you with the key skills and knowledge to excel at producing, selling, marketing, and running virtual events. It will consist of a 9-module program over 12 hours of content and unlimited access to the modules for 6 months, allowing continual learning.

Obtain an industry recognised qualification

Candidates who have completed all modules will be able to display the official Virtual Events Institute Certification badge. Our badge is recognised as a commitment to excellence and inspires confidence in your partners and attendees.

Step by step guide to virtual event success

- How to attract your audience
- How to increase audience engagement
- How to develop strategic content design for your virtual events
- How to monetize: value-based pricing; new revenue streams; mindset; value proposition
- How to choose the right technology for your virtual event
- How to run the event successfully on the day: team roles, speaker and sponsor logistics
- How to run the event successfully on the day: technology support
- How to follow-up to measure success: what are the key benchmarks to assess success and ROI for your virtual event
- An Intro to hybrid events
- Share best practice and contribute your virtual event "Capstone" to the VEI community

"The demand for virtual skills within teams is not only absolutely crucial now, but also will be moving forward when live events restart with hybrid components. VEI will be key in filling this skills gap."

Rachel Wimberly, EVP of Business Development, Tarsus and President of TSNN and Corporate Event News

VEI
VIRTUAL EVENTS
INSTITUTE

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

How to Increase 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

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

How to Monetize 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

UPCOMING MODULES

How to Choose 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

How to Execute 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

How to Measure 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

## How to Build Your Event Community Online to Increase 365 Engagement

- 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
- How to position the event as the cornerstone of the community

VEI
VIRTUAL EVENTS
INSTITUTE

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
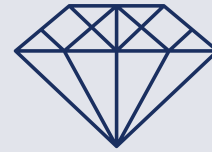
Virtual Event "Capstone" Contribution to the VEI Community

- Select a capstone case study event
- Define the objectives of your capstone project
- Research and develop the capstone case study
- Write up your capstone case study
- Submit capstone case study for publication in the VEI community

"To be a great collaboration artist today you also need to be a master of your meeting environment. The key is to be an expert who is trusted faster than ever. Being certified provides trust - the trust needed to solve problems, idea-ate the future and create a new world of possibilities"

David Adler
Bizbash, Founder and Chairman

TESTIMONIALS

"It was very clear, concise and allowed me to complete it at my own time. The pausing and completing exercises helped to put what I was learning into practice right away and walk away with tools that I can use in my current position."

"I'm truly enjoying the experience and learning process. The downloadable materials are great, I hope to use these as I work on virtual/hybrid events."

"The instruction on selecting tech was superb. The part about monetizing and pricing was incredibly important as well. I loved Eric's module too."

"The content does not push one technology above another. The recommendations and learning are based on real world experience. This module offers useful ways to assess your requirement based on your specific event needs. It promotes the importance of understanding your data and how this impact on the event experience"

"The first section was great to receive new ideas on format and best practice. Having a framework to engineer audience experience (through use of the AIDA model) is a valuable part of the virtual event planning toolkit"

"I really enjoyed the sponsorship lesson, as it gave me a deeper understanding of selling sponsorship for virtual events."

VEI
VIRTUAL EVENTS
INSTITUTE

Why should I take the VEI Certification training course?

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.

The VEI Certification program is already achieving a NPS score of 69. Each of our VEI modules provides an overview of the key parts of marketing, selling, delivering and following up a virtual event. So equipping you and your team with the perfect skill set to deliver to and above your customer's expectations.

Who is the VEI Certification course 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.**

How do I attend the VEI Certification course?

The training program is in the style of on-demand learning. so that you can stop and start and learn at a time of your convenience. It is set-up on an e-learning platform and you will receive login details from the VEI team once you register and you can start learning straight away the same day that you register. There are self-paced exercises where you reflect on each section within each module, so that **you can apply your learning to real-life scenarios**, allowing you to use the learning immediately in a relevant context. **Additionally you will get the chance to meet your experts on a live session and ask them questions about the modules.** Each Subject Matter Expert is an expert in their fields, so you will benefit from learning from them in both an on-demand set-up and meeting them

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?

Yes, you can go back in for 12 months to revisit any of the course material. **Plus, once you complete your course you will receive an e-booklet 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** <ins>info@virtualeventsinstitute.com</ins>

TOP TEN
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.

9. **Publish your Course Capstone** in our resource library and become a Subject Matter Expert on your area of virtual events

10. 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

Each full-certification package will include complete access to all 9 modules and unlimited access for 12 months. Each module will be between 60-90 minutes, providing over 12 hours of content.

With unlimited access for 12 months you will be able to learn at a time of your convenience, regardless of time zones or other commitments. You can revisit each of the modules and downloadable resources at any time, to assist in your own virtual or hybrid events.

PLUS, receive a bonus follow up live Q&A session with each of our Subject Matter Expert trainer after each module is released. This will provide an additional 5+ hours of extended learning and a chance to cover a topic with a deeper understanding.

STANDARD RATE

- Access 12+ hours of content
- Receive full industry recognised certification
- Includes full access to all 9 modules and unlimited access for 12 months

$975 / £750

VEI
VIRTUAL EVENTS
INSTITUTE
CERTIFIED

VEI
VIRTUAL EVENTS
INSTITUTE

PRICING

FREELANCER, STUDENT & NON-PROFIT

- Access 12+ hours of content
- Receive full industry recognised certification
- Includes full access to all 9 modules and unlimited access for 12 months

$490 / £375

OPEN TO WORK

- Access 12+ hours of content
- Receive full industry recognised certification
- Includes full access to all 9 modules and unlimited access for 12 months

$225 / £175

INDIVIDUAL SESSION

- Access 1 Module of your choice and get unlimited access to the module for 3 months.
- Please note, individual sessions will not provide you with full certification or access to Q&A sessions.

$95 / £75

VEI

VIRTUAL EVENTS
INSTITUTE

www.virtualeventsinstitute.com

INFO@VIRTUALEVENTSINSTITUTE.COM