YOUR QUICKSTART GUIDE

pcma Digital Event Fast Track

pcma Digital Event
Fast Track

COMPLETING THE DIGITAL EVENT FAST TRACK

This learner's guide serves as a recommended navigation path through the program. Depending on your experience level, this program can be taken in sequence through all five lessons, or you can select the lessons you find most relevant to your business needs.

Lesson One: Digital Event Strategic Planning
Lesson Two: User Experience & Engagement
Lesson Three: Content Strategy, Creation & Delivery
Lesson Four: Building the Digital Environment
Lesson Five: Planning the Live Event

LESSON ONE

Digital Event Strategic Planning

AFTER COMPLETING THIS LESSON, YOU'LL BE ABLE TO ...

- **Identify** the differences among a Live, Simu live and On Demand session or event.
- **Review** a variety of event types and strategies to best align events with the right technology.
- **Explore** the types of events that are better-suited for self-service platforms vs. full-service platforms.

ACTIVITIES

- Watch the lesson video(s).
- Review the lesson workbook to reinforce learning from the video.
- Start mapping your event or meeting type to the logical technology platform (self-service vs. supplier/full-service). This will assist you in choosing a digital event vendor.

RELATED RESOURCES

Lesson Workbook

"How to Determine Your Digital Event Needs" | "Taking My Event Online: Where Do I Start?"

Time to Complete: 1.5 hours

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LESSON TWO

User Experience & Engagement

AFTER COMPLETING THIS LESSON, YOU'LL BE ABLE TO ...

- **Define** desired attendee outcomes for attending your event.
- **Explore** engagement tools appropriate for your attendees.
- **Develop** an attendee experience path for your digital event.

ACTIVITIES

- Watch the lesson video(s).
- Review the lesson workbook to reinforce learning from the video.
- Use the lesson resources as a guide to begin selecting pieces of content to best fit your audience needs in a digital event format.

RELATED RESOURCES

Lesson Workbook

"Selecting the Right Content for Your Live Stream" | "Top Tips for Moderating Session Chats"

"Developing a Digital Event Engagement Strategy" | "Social Media Tools for Online Events"

Time to Complete: 50 minutes

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LESSON THREE
Content Strategy, Creation & Delivery

AFTER COMPLETING THIS LESSON, YOU'LL BE ABLE TO ...

- **Define** the desired action you want attendees to take during and after your event.
- **Design** a draft session agenda and a plan for how participants will engage with your content (determine the sequential actions they take for each activity).
- **Develop** a speaker training program to ensure quality control and attendee participation.

ACTIVITIES

- Watch the lesson video(s).
- Review the lesson workbook to reinforce learning from the video.
- Use the lesson materials as a guide to start building a draft session agenda.

RELATED RESOURCES

Lesson Workbook

"3 Steps to Designing Breakout Sessions"

Time to Complete: 45 minutes

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LESSON FOUR

Building the Digital Environment

AFTER COMPLETING THIS LESSON, YOU'LL BE ABLE TO ...

- **Develop** a project plan and timeline for your digital event to share with internal and external teams.
- **Build** a plan for the format(s) of your session delivery.
- **Categorize** the interactivity tools that will be most useful to your participants.

ACTIVITIES

- Watch the lesson video(s).
- Review the lesson workbook to reinforce learning from the video.
- Use the lesson materials as a guide to plan out session interaction needs, branding options and presentation formats.

RELATED RESOURCES

Lesson Workbook

"Building Out the Digital Environment"

Time to Complete: 50 minutes

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LESSON FIVE

Planning the Live Event

AFTER COMPLETING THIS LESSON, YOU'LL BE ABLE TO ...

- **Assess** the time commitment for speakers and create an expectation outline.
- **Measure** registration numbers to determine the number and type of team support roles needed for the live event.
- **Define** characteristics of a successful digital event speaker to aid in selecting the right speakers for your audience.

ACTIVITIES

- Watch the lesson video(s).
- Review the lesson workbook to reinforce learning from the video.
- Use the related lesson materials as a guide to create a day-of responsibilities document to account for all team roles and responsibilities required.

RELATED RESOURCES

Lesson Workbook
"Day-of Responsibilities"

Time to Complete: 45 minutes

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