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, Simulive 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
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
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
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
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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