



# Transform Your Team

The demand for digital events is higher than ever — and so is the pressure to get them just right. Here's how your existing team can use their knowledge and skills to pivot to a virtual experience:



**IF YOU HAVE A ...**                      **THEY COULD BE ...**

**MEETING PLANNER** → **EVENT MANAGER**

This new role manages timelines, budgets and the overall digital event team.

**CONTENT MANAGER** → **SPEAKER LOGISTICS**

They would manage and train speakers and collect bios, headshots and social media links.

**CLIENT SERVICE MANAGER** → **EXHIBITOR LEAD**

The lead would manage and coach sponsors on space and interaction opportunities in the digital event platform and collect sponsor information and collateral for exhibitor spaces.

**SOCIAL MEDIA MANAGER** → **CHAT MODERATOR**

A person well-versed on social media could be the chat or engagement moderator in live sessions, stimulating discussion in networking chats to boost participant engagement.

**MEMBER SERVICES REP** → **RESOURCES MANAGER**

This customer-focused professional could collect resources to be downloadable assets from speakers, sponsors and subject matter experts, or act as a chat moderator.

*Find new tools and practical resources at the PCMA Digital Experience Institute*