

Virtual Events For The Road Ahead



Being this far deep into the pandemic, we're all extremely used to virtual events. In fact, many of us have now reached our burnout point with them. So much so that the term "zoom fatigue" was coined. It was even officially added into the dictionary as one of the "words of the year" for 2020. *turns webcam off* So now the challenge for event planners becomes: how to put on a virtual event that isn't just yet another meeting cluttering up our calendars?

Here are our ideas for virtual events that will make your attendees want to tune in.



Plan A Night At The Movies

Formerly known as “Netflix Party,” **Teleparty** is a way to watch TV with a group online. Teleparty synchronizes video playback and adds group chat to Netflix, Disney, Hulu and HBO. Join over 10 million people who are currently using this service as a stand in for going to the movie theatres and use Teleparty to link up and host long distance movie nights and TV watch parties.

This Movie Night Gift Set is the next best thing to that addictive theatre popcorn we know you’re craving (“butter flavoring” not included). If you think you have “1 more episode” in you we highly recommend this binge-watching kit to help you get through it.



Ready Player One

Do you miss getting together to play your favorite video game or board game? Us too. Fortunately for us, game night translates extremely well into the digital world. We highly suggest **Among Us**: a multiplayer game of teamwork and betrayal that accommodates 4-10 players. It's similar to Werewolf or Mafia and involves a voice call or messaging (no video!) for anyone who's feeling a little Zoom'd out.

The social-networking app **Houseparty** (accommodates up to 8 people) also has games built into its platform (Heads Up!, Trivia, Quick Draw, and Chips and Guac) if you're still up for a little video interaction. We know that all this extra screen time is taking its toll on our eyes so we recommend throwing on your favorite pair of blue-light glasses or take the fun the extra mile with a pair of VR goggles.



A Cooking Class For The Soul

Send each attendee a box ahead of the class with all of the ingredients they need to prepare a delicious dish. We even partner with a few chefs who would be happy to virtually host and walk your team through the dish step-by-step.

As an extra touch, you could include a custom apron from CooksWhoFeed in the kit which would not only ensure that everyone stays clean but would also help feed those in your community and beyond that struggle with hunger.



Put The “Fun” in Fundraising

Have your group decide / vote on an activity of your choice (i.e. Bike, Run, Walk, Read, etc). Then have the participants track and complete the challenge on their own and have your organization donate money based on milestones everyone’s reached. Not only does this help give back to a local organization of your choice & support your community but it's also a great way to keep us away from our screens.

Get everyone excited to by sending them swag that’s been customized for the cause that they can wear or use during the activity. Ask participants to share photos on social media to further build awareness around the cause and get others involved.



Mixology 101

You could keep it simple by hosting a beer or wine tasting happy hour or go the extra mile and partner with your favorite bar / bartender to teach your audience how to make the perfect negroni.

Ship each attendee the cocktail ingredients ahead of time and have your attendees add the spirit (or not for those who aren't drinkers) of their choice.



Live Scribe Your Next Event

Hire an artist to live-scribe your next virtual conference or large-scale event. This is a great method to communicate complicated content in a fun and engaging way.

You can send your audience supplies such as a blank canvas and pencils, a Buddha Board, etc for them to use alongside the event or to inspire them to tap into their creative side in the future.



Book A Private Concert

The music industry has taken quite the hit this year so what better way to help support your favorite band or artist by having them put on a private concert for your organization?

We think it would be fun to send attendees glowsticks (or lighters), buttons, matching wristbands or a custom "concert tee" or other event-exclusive merch to build excitement about the show.



Start a Pen Pal Program

With international travel impossible due to the pandemic, a lot of us are really missing being able to travel and meet new people. **Postcrossing** is a great way to get matched with a penpal abroad (and will maybe even set you up with a new travel buddy for when we're finally able to travel safely again).

Send each person on your team some mailing stamps, design a custom postcard and maybe even some fun decals or stamp sets to accessorize them with. This is a great activity that will not only keep the wanderlust at bay but also help support the post office.



Host Karaoke Night

Okay, video is definitely required for this one. Pick a video-conferencing app of your choice and then use **Watch2Gether** to put together a queue of songs ahead of time. Unlike private-room karaoke, this format doesn't allow you to add songs on the fly unfortunately; however, that just means everyone has more time to practice ahead of time!

We think these microphone stress balls would make the best prop (but if you want to be extra prepared with branded earplugs - just in case - we have those too!)



Join A Book Club

Pre-pandemic, the CRM giant Salesforce was known for putting on large events in the technology sector without a hitch. When COVID hit, they kept up their reputation by hiring the bestselling and hard to book - pun intended - author Brene Brown to speak as part of a virtual event.

Everyone who signed up was given a copy of her latest novel Dare To Lead. In this same vein, you could host a virtual book club for your group and send each recipient a copy of the chosen book and we can even brand / personalize each copy for you. Depending on your budget - having the author present (especially Brene Brown!) - is not required.



Go Virtual

As challenging as the pandemic has been, it's given us the opportunity to be more agile in how we think about, plan and measure engagement, metrics and overall "success" of our events. Is it absolutely essential to meet in person in order to put on a great event? No.

Are we looking forward to the day when we can all gather together again in large groups safely? Absolutely! While we think in-person events will ultimately go back to being the preferred default we think virtual events will still be a viable option for many post pandemic. COVID has added another tool (or two!) to our event-planning toolboxes and we look forward to adding even more event ideas to our repertoire in the future.

Ask your Summit contact what virtual event idea would be the best fit for your team's next meeting!

