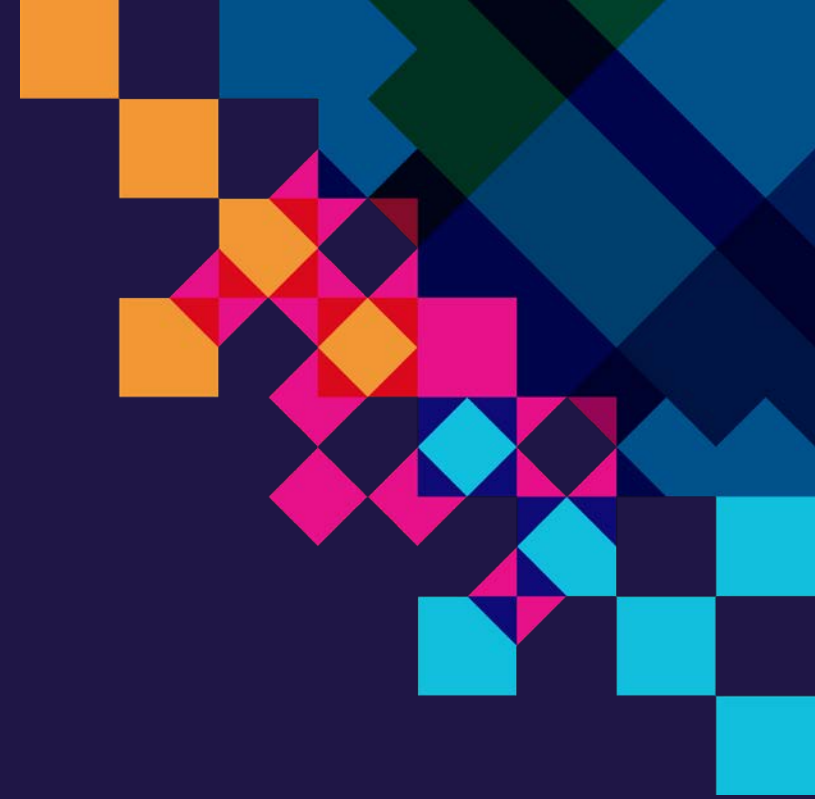# Monetizing Virtual

Your Guide to Monetizing Virtual Events

Drive Value at Every Click

Event monetization is one of the biggest challenges stemming from the industry's pivot to virtual. Undoubtedly, there's a feeling of sensitivity due to financial challenges we're all facing during this time. But coming up with an approach that delivers on value, fair pricing, and a clear return on investment will ensure a satisfied sponsor, and a profitable event for you.

We've created this guide to offer ideas on how to monetize your virtual events and measure success.
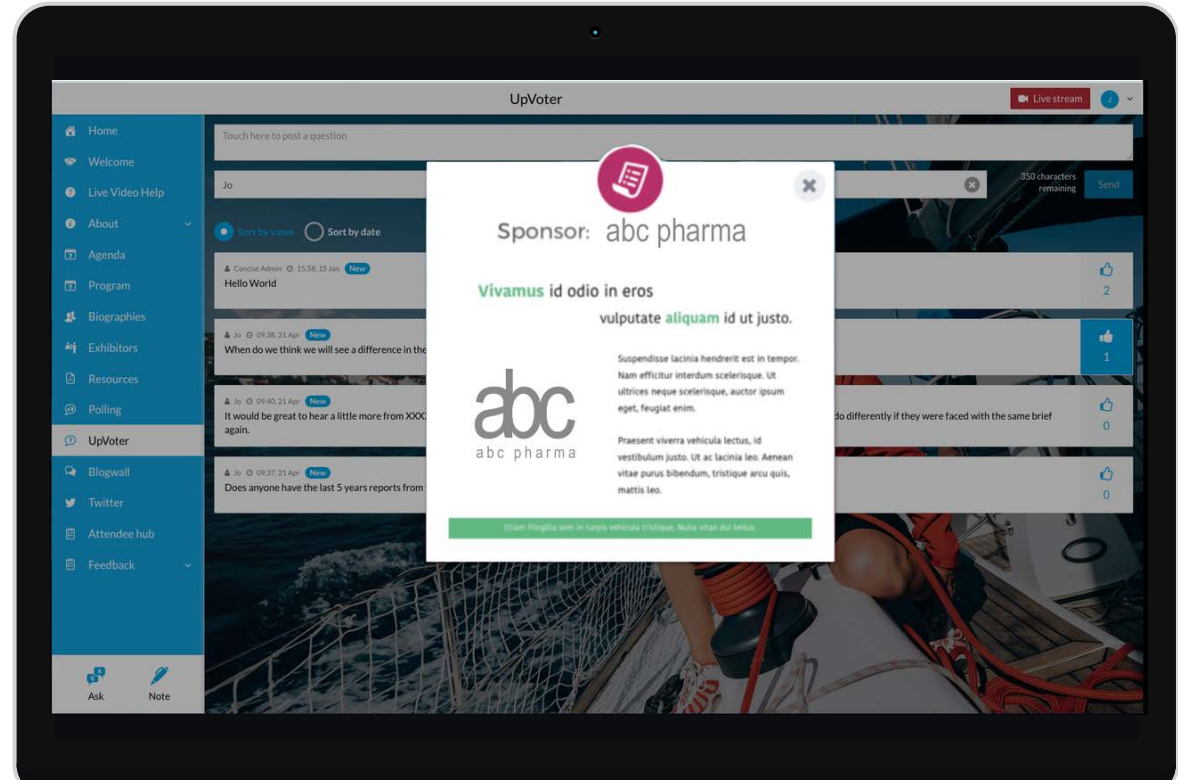
Attracting Sponsors

Even without travel restrictions in place, there are many benefits to sponsoring a virtual or hybrid event including:

Lasting Power
If someone misses the event but can catch the recording later, a sponsor's placement has longer-lasting impact.

Higher Attendance
With virtual events, more people than ever before can now attend worldwide – opening up a whole new audience for your sponsors.

Easier to Attend
Sponsors may have been missing out on audiences just because an in-person event may have been out of range for them before.

Deeper Levels of Content Delivery
Virtual sponsorships allow the sponsor the opportunity to provide viewers of products and services, immersive and engaging videos, product information, live chat, and lead capture.

Data Analytics = ROI
The ability to evaluate and measure data can vary, but even at its most basic level, will provide a sponsor valuable information on buyer interest and intent.

Getting Started

Go in with confidence

Before you go into a meeting with a sponsor, do your homework. The value of your virtual or hybrid event sponsorship may be greater or lower value than your previous in-person event. So, consider your industry, competitors, audience reach and how you can demonstrate engagement.

Your audience has undoubtedly grown with remote and global attendees now able to view your sessions, and the format of your event may have expanded to include more remote speakers and new tracks that couldn't have been achieved previously.

Take the time to consider the questions they are likely to pose – or even ask your audience and trusted advisory members. Get a clear-cut idea of your virtual value so you know what to ask for.

Choose a platform with opportunity

When planning your virtual event, your "must-have" list might include attendee engagement tools, clear and concise session breakouts, welcome screens, and much more.
As you begin checking items off your list, start to incorporate sponsorship opportunities into this process and think of how you can add value for potential monetization.

To help get you started, our team has already done the legwork on finding opportunities that you can leverage with sponsors.
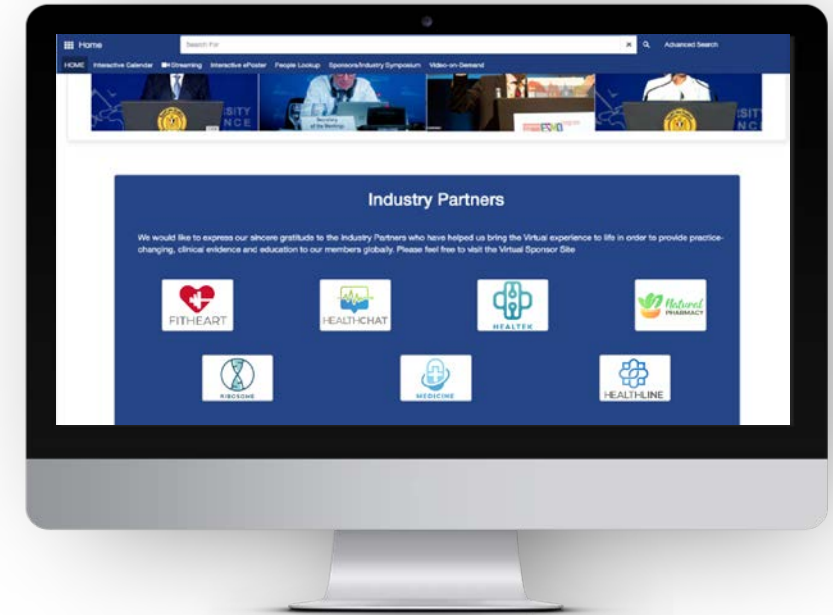
Sponsorship Opportunities

Pre- and Post-Event Marketing

Don't abandon every sponsorship tactic you know from your live events expertise. Virtual and hybrid events need every bit of marketing, including emails, social media posts, and registration pages. Your marketing toolbox is still a great way to garner sponsorships and ensure maximum visibility to target audiences. Sponsors can have dedicated emails as well as a "thank you" or simple footers at the bottom of your collateral depending on their spend.

Entrance/Welcome Page

The entrance page sets the scene for your entire event – providing key information and reassuring your audience that the event is a journey. Talking about key sponsors in this screen ensures the audience knows the sponsors are endorsed by the organizers and that their investment is appreciated.

Listings

Sponsors can be shown in their own listing pages, generally accessible from the side menu of your virtual platform or in the navigation of a microsite. Depending on the groupings, each level of sponsor can have its own section or sub list such as Gold, Silver, Bronze. When users tap on a logo in the listings, it can launch their respective profile pages to provide further information.

Sessions

A personalized agenda for your event is another key jumping-off point for nearly all attendees. Always eager to know what's happening next, users tend to have the agenda open – so sponsorship branding in this area is a high value opportunity.

A range of actions can be triggered once the sponsor logo next to a session is tapped on:

> Pop up messages

> Snapshots of PDFs and images

> Links to Profile Pages

> Links to Representatives
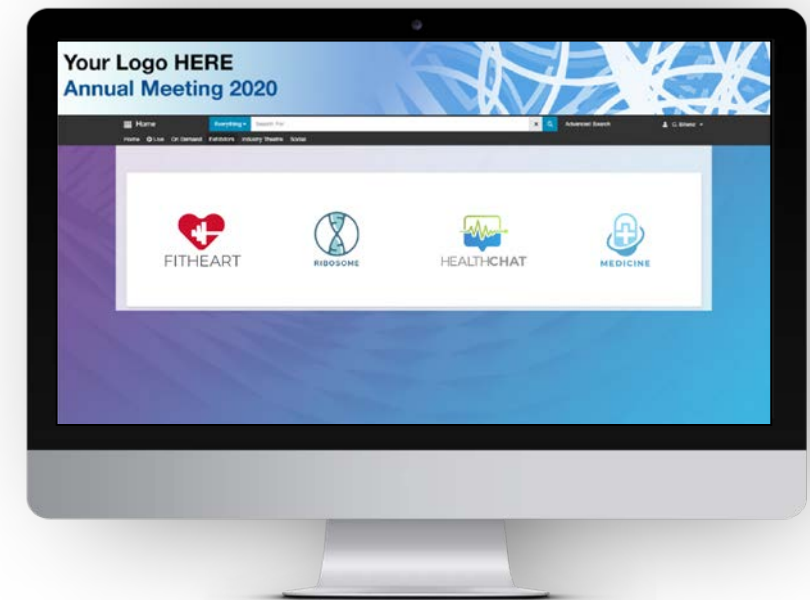
Sponsorship Opportunities Cont.

Push Notifications

Depending on your platform selection, our onsite team can launch push notifications at any time during the meeting to let your attendees know if a session is sponsored by anyone. If a sponsor would prefer to communicate to a specific group of attendees that better reflect their target market, the notifications can be restricted to those groups on request. Be sure to consider this option during the platform selection phase if this is something you want to try, as not all virtual event platforms are created equal.

Interactive Displays

Being able to request feedback from audiences using live polls, word clouds and Q&A in a general session is an important part of interactive engagement tools. A sponsor can associate their brand with that engagement at any event when we add their name to the 'Thank You for participating' message after each poll.

Video Branding

Branding within video messages and live session streams opens up a whole world of opportunity and pricing tiers for you and your sponsor. Sponsors can start with something small, like a logo bug in the corner or a news ticker on the bottom, or commit to the investment with a larger plug such as a pre-video commercial or a commanding lower third video placement.
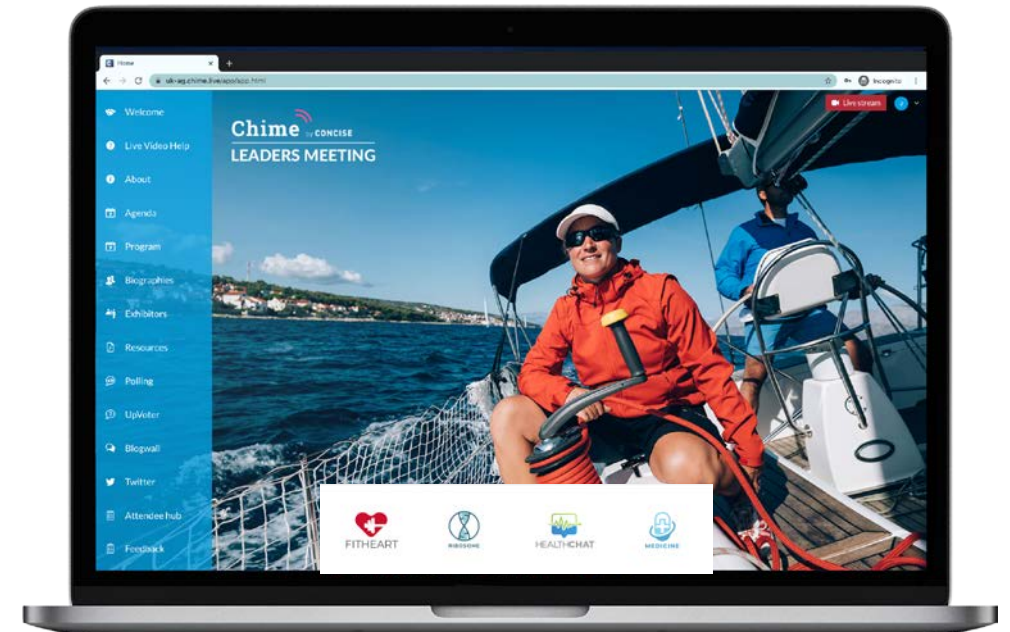
Measuring ROI

Of course, every sponsor wants to see that their investment is delivering value– and you want to make sure that your pricing is fair yet competitive. Not every platform has robust analytics, so be cautious in the planning phase that you're getting all the data you're promising your sponsors – not to mention data you can be using for continuous improvement of your event.

A good dashboard should provide key data points and insights to help you sell top real estate within your event, and results that you can take back to your sponsor in follow-up conversations. For the purposes of this guide, we've narrowed it down to five data points to prove value to your sponsors.

DATA POINTS	RESULTS	INSIGHTS
Participation	Who utilized the app and when	Indicates meeting high and low points enabling Sponsors to identify key opportunities in the future.
Activity	A breakdown of visits by feature highlights key focus areas	Enables the fine tuning of post-event communications and informs future app design and Sponsor branding placement. Use the trends in the platform to map out participant's mindset and needs.
Interactive	A breakdown of interactive session results shows how engaged the audience was session by session	Understanding which topics really resonated helps craft your addenda for future events and provides Sponsors with valuable data for post event follow up.
Feedback	A full report of questions asked in sessions	Grouped into key themes, reveals otherwise unknown interests and wishes of the audience.
Files	A list of the most popular documents viewed	Indicates interest areas and top placement locations.
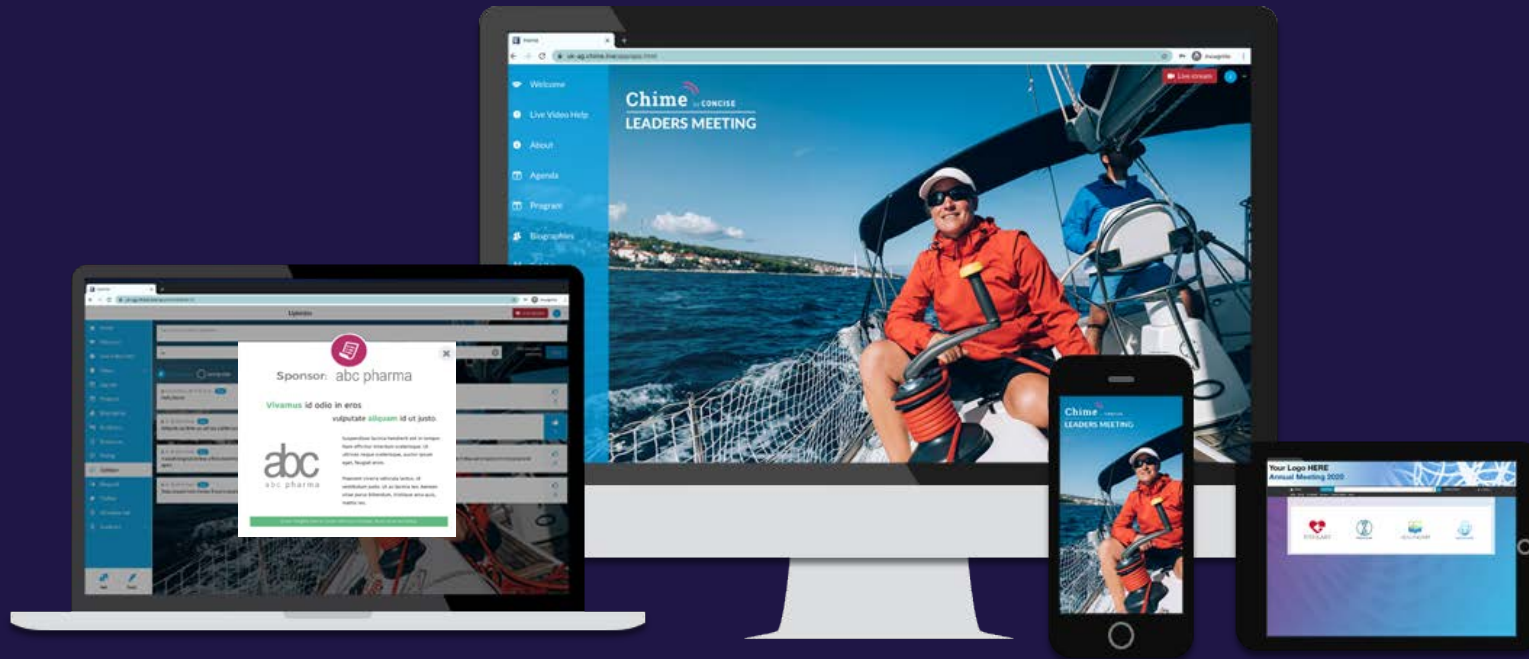
Need Some Help?

If you're looking at more ways to monetize virtual and hybrid meetings, Encore is standing-by with the platforms to back you up.

In 2019 alone, our Virtual Events team successfully brought more than 1,200 virtual events to life, customizing and adapting solutions along the way.

Contact our world-class team today at encore.com/virtual-events