

## Best Practices for Your Virtual Presence

### Before the Conference

Establish your "why" and set goals.

- Determine what success looks like.
  - Are you looking for new leads, engagement with customer, or something else?

Determine your content and messaging plan.

- Develop an engagement plan for during and after the event.
- Determine 1-2 compelling Calls-to-Action to integrate.
- Make sure your content will resonate with attendees.

Prepare your staff.

- Attendees are more available in a virtual environment. Prepare your staff to observe similar booth protocols that you would during an in-person event. Some suggestions include...
  - No "advertising" in the educational sessions or the networking lounge.
  - Keep commercial content to the confines of your page. Use the other spaces for authentic networking and solution finding.

Spread the word.

- Use all available channels to drive attendance and participation in your Solution Center page.
  - Consider targeted social media posts, email outreach, or other event marketing strategies your organization typically uses.

## During the Conference

Work your content and messaging plan.

- Make sure your messages match your goal
- Provide scripts or FAQs to those who will monitor your Solution Center page.

Send reminders to attendees so they visit your booth.

- Use the #ILTAsOnIt to promote your participation.
- Live-tweet during the keynote or sessions that are relevant to your market.
- Remind attendees of how you can help solve their challenges.

Authentically engage during sessions.

- Use the time in sessions to authentically engage with attendees about the subject content.
- Do not flood the chat or Q&A with invites to visit your Solution Center page.

Limit your giveaways.

- You know not all attendees will be a good fit for your business, so consider limiting your giveaways to attendees who authentically engage with you.

## After the Conference

Follow up promptly.

- Send emails to your leads within a week.

Measure your results.

- After you've reached out to your leads, report on the success of your participation.
- Remember the goals you set prior to the event and judge the results.