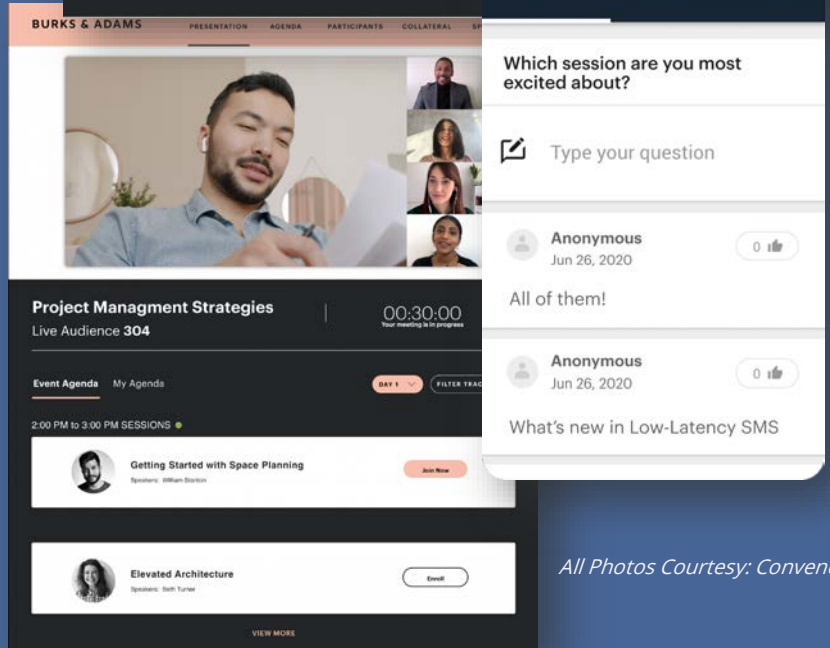
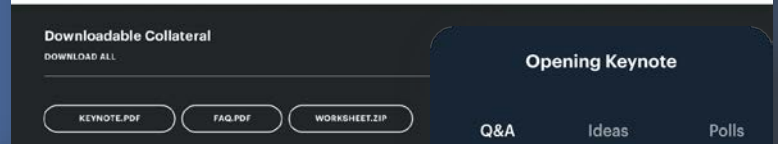
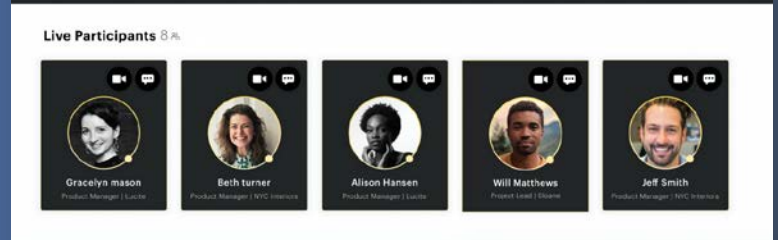
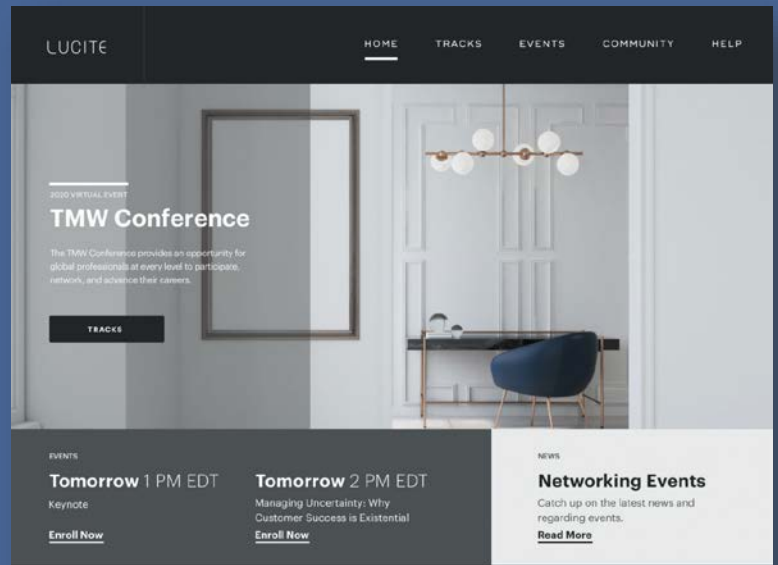




Baker Communications Inc.

How To Maximize Your Virtual Sales Kick-Off

World-class performance never happens by accident...



All Photos Courtesy: Convene



Typical Challenges Experienced By Customers



- *38% of SKO event managers say they run into technical problems when hosting virtual sales events.*
- *The average no-show percentage of virtual sales events is 35%. This is slightly higher than in-person events, and*
- *80% of people attend virtual sales events for educational purposes. The next biggest reason is for networking.*

Source: [Markletic](#)

In this short guide to setting up a Virtual Sales Kick-Off (SKO), we're going to share with you some of the best practices we've discovered, as well as provide you with some checklists of items that you can then turn into a more formal project management plan.

Although we're discussing these topics in terms of a virtual sales kick-off, many of these checklists can be applied to more simple formats that your organizations might be considering .

There have been many studies conducted on the value of creating large scale events remotely. The most obvious are the savings in travel and time away from the office. Adding to those issues in this COVID-19 era, over 80% of online conference attendees said they wouldn't have gone to the conference if it was an in-person event.¹

But there is good news. By going to a virtual format, the cost of producing this event is less than most average round-trip airfares.

¹<https://digitellinc.com/hybrid-event-survey-results/>



Topics In This Briefing Document...

- *The Role of the Senior Planning/Steering Committee*
- *The Roles of the Tactical/Implementation Teams*
- *Key Decision: Platform Selection Criteria*
- *Key Decision: Registration Front-End Selection Criteria*
- *Program Decisions: Keynotes, Training Tracks, Live, Recorded, Awards, Company Announcements*
- *Logistics: Networking Rooms, Vendors, Partners*

BCI has experienced teams that can help you with all the above planning functions, from assisting in the senior planning, to creating the data-driven training tracks, to logistics teams that can assist your team, or even turnkey the actual SKO event for you.

For more information, please contact your account representative or call us at:

877-253-8506 or +1 713-627-7700.

You can also email us at Sales@BakerCommunications.com

The Role of The Senior Planning | Steering Committee



²Data-Driven Tracks vs. Generalized

Some of the latest thinking on this topic is to consider tracks that are more representative of the audiences' needs versus a more arbitrary selection of topics that the event planners think the audiences might have an interest in learning.

One of the approaches that BCI uses to help create tracks that will get major engagement and performance improvement is to identify skill gaps in each individual attending, and then assigning those individuals to specifically created tracks that cover that skill. Whether it's closing, negotiating, prospecting, or presentation skills, by assigning the individuals to the tracks instead of letting them self-select, you're assured that they will be getting the most out of the conference.

Think of this approach as "coach-driven" practice. Using tennis as an example, the person may have a powerful serve, and loves to show that off. However, their real Achilles Heel might be their backhand. A good coach would see that and make the individual focus more on their backhand so that they gain overall expertise much sooner.

Checklist of Topics To Decide Upon:

- ☑ Alignment to Company Goals & Objectives
- ☑ Invited Audience(s) (Sales, Marketing, SE's, Sales Enablement, Vendors, Partners, etc.)
- ☑ Theme & Topics to cover
- ☑ Essential Training and Tracks
- ☑ Data-Driven Tracks vs. Generalized²
- ☑ Evergreen/Recorded Content
- ☑ Keynote Speakers, Key Track Speakers
- ☑ Platforms/Registration Software
- ☑ Length of Sessions & Entire Event
- ☑ Staffing - Prior, During, After
- ☑ Vendor Providers for Training and Virtual Operations
- ☑ Award Ceremony & Sales Highlights
- ☑ Budgets & Funding

The Role of The Tactical/Implementation Staff



³Skill Gap Assessment for Track Assignments

This was mentioned in the topics for the senior planning committee, so we're repeating it here in case this becomes part of your planning and tasks.

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Key Activities For Creating Tasks

- ☑ Speaker & Panel Rehearsals and Scheduling
- ☑ Producers to Assist Speakers & Panels
- ☑ Skill Gap Assessment for Track Assignments³
- ☑ Security - Double Opt-in
- ☑ Presentation Templates
- ☑ Virtual Background Selections
- ☑ Speaker Commitments
- ☑ Training Track Content
- ☑ Staffing Before, During & After Sales Kick-Off
- ☑ Pre-Recording of Speakers
- ☑ Assignments for Evergreen Content
- ☑ Platform Deep Dive and Selection
- ☑ Registration Software and Integration
- ☑ Pre-Event Engagement and Publicity
- ☑ Post-Event Follow-ups
- ☑ Contracts with Outside Vendors
- ☑ Translation Services

Key Decision: Platform Selection Criteria

- Live and pre-recorded video streaming
- Mobile accessibility
- Chat messaging
- File sharing capabilities
- Virtual whiteboards
- Shared screen
- Virtual waiting room
- Breakout rooms
- Pass presenter tool
- Polling tools
- App integration
- Audio and video recording
- In-app conference registration
- Automated reminders
- Q&A Tools
- Engagement analysis on attendance and follow-up activities
- Integration with live streaming social media platforms
- Active speaker view
- AI and gamification features (leaderboards)
- Backgrounds to create a branded virtual environment
- Survey tools



Key Decision: Platforms To Consider

- Cisco WebEx Events** (Need WebEx Teams or Training for breakout rooms)
- GoToWebinar** (Need GoToTraining for breakout rooms)
- WorkCast** (no online note-taking features or breakout rooms)
- Zoom Video Webinars** (Must have the app preloaded to join the event or they'll be redirected to download)
- ClickMeeting** (Hosts up to 1,000 people)
- BigMarker** (Hosts up to 1,000 people and 9 simultaneous live video streams)
- WebinarJam** (Four-hour maximum time limit on virtual events)
- Remo** (Best for small to medium businesses)
- MORE:** Convene, BlueJeans by Verizon, LoopUp, Livestorm, ClickShare Conference, Hubilo, Pexip, Vectera, Evercast, Web Meeting, FreeConferenceCall.com, StartMeeting, ConexED, TurboMeeting, MeetFox, Onstream Webinars, VidyoConnect, RingCentral Video, GoBrunch & more...

Key Decision: Registration Software



The key issue is the ability to integrate the registration system with your delivery platform. By having this as a separate system, you are given control over a host of features that you don't have in most of the platforms. These include:

- Registration forms on your website
- Group registration
- Sessions & attendance tracking
- Extensive reporting
- Custom registration flows
- Email communication tools
- Mobile-friendly registration
- And even payment options for non-company participants such as partners and vendors

Selection Criteria:

- Easily Integrated to Platform selected
- Event | Track Registration
- Individual Class Registration

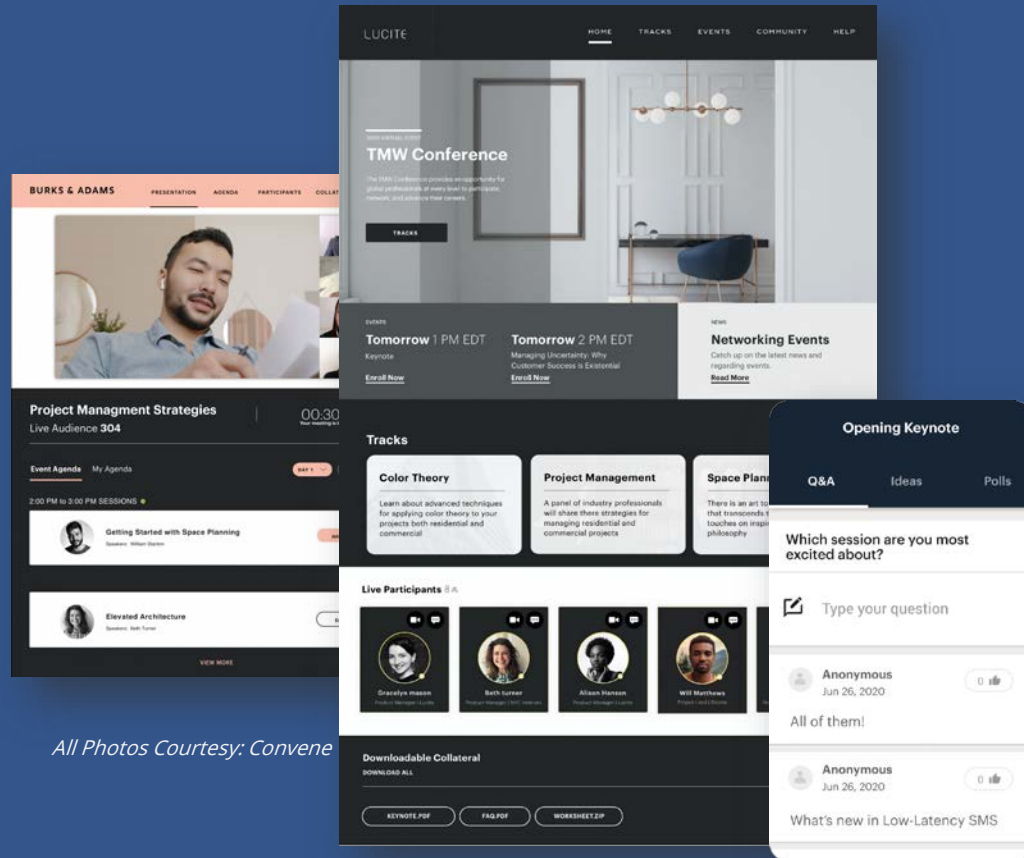
Top 10 Registration Systems: (There are over 6,000)

- Regpack
- CourseStorm
- Sawyer
- Learning Stream
- Eventsquid
- Event Tech Suite
- Event Manager
- Brushfire
- Aventri
- Attendease

Program Decisions

Key Items of Focus

- ☑ Keynote Speakers
- ☑ Training Tracks
- ☑ Engagement Mechanisms
- ☑ Award Ceremony
- ☑ Live Sessions
- ☑ Prerecorded Sessions
- ☑ Recorded for Repurposing
- ☑ Networking Rooms
- ☑ Company Announcements
- ☑ Support Staff (Producers, Logistics, Problem Resolution)
- ☑ Translated Content - Live
- ☑ Outsourced Training Provider
- ☑ Outsourced Event Provider



This is where events are either 'made' or 'broken.' The keynote speakers need to be inspiring, engaging and on-topic with your company's goals and the business climate that you are operating in.

This is often where a virtual event fails. Speakers who are fantastic when on stage and in the midst of a crowd, sometimes freeze when they must also learn to use and operate the technology simultaneously. The skills are oftentimes very challenging, and as a result, we recommend the use of Producers to aid in slide movement, answering Chat inquiries, dealing with technology problems, and lining up questions and answers for the speaker.

All of this technology requires rehearsals with the team in place.

Logistics: Same List - Slightly Different Emphasis

Key Tasks To Perform:

- ☑ Keynote Speaker Rehearsal
- ☑ Training Tracks Rehearsals and scheduling
- ☑ Engagement Mechanisms
- ☑ Award Ceremony Support
- ☑ Live Sessions Support
- ☑ Prerecorded Sessions Team
- ☑ Recorded for Repurposing
- ☑ Networking Rooms
- ☑ Company Announcements Support
- ☑ Support Staff (Producers, Logistics, Problem Resolution)
- ☑ Simultaneous Translations
- ☑ Coordinating Outsourced Training Provider
- ☑ Outsourced Event Provider

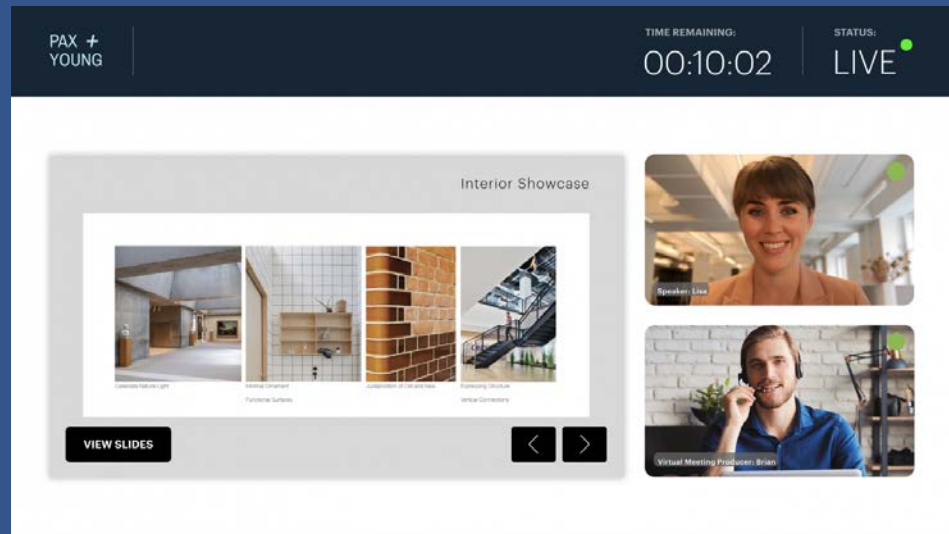


Photo Courtesy: Convene

As we pointed out in the Program Decisions, these are key functions that must be handled by the Logistics staff.

Your job is to make sure the speakers are rehearsed, that you have their presentations in a timely manner and in your SKO's template, and finally that each support member knows their role in making this speaker a success. Don't let the speakers avoid the rehearsal, as this is where you're going to discover bandwidth issues, camera and microphone problems, as well as problems with the flow and timing of their presentation.

Some speakers need to be pulled off with the infamous 'hook,' while others make it feel like you're in a deposition - struggling to draw out the information. Your job is to make them look terrific, and to make sure they get their points across. Know that the speaker will need your cues to help keep them on schedule.



We're Here To Help...

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