

Pivoting to a Digital Events Strategy



Webinars that go beyond a temporary solution to become a strategy for the future



What were the key elements of your physical event?

Every aspect of your physical event can be translated to the virtual space. The trick is identifying the elements that make your physical event successful.

To begin, ask yourself:

- Will you be incorporating sponsors?
- How can you expand your audience?
- What sessions—and what format—are you planning to host?
- What data would you like to gather?
- What giveaways or downloads will you plan to offer?



If you can do something for a physical event, there is a digital alternative.

Acquire new clients:

You can gather actionable data—beyond minutes watched—to personalise how you reach out and nurture your prospects for lead generation.

Create human connections:

Webcam-based panels and speakers replicate the same experience as an in-person event.

Leverage interactivity to keep people engaged:

Q&As, giveaways, and surveys are just a few ways to keep people engaged with your presentations and invested in your virtual events.



Email simplifies your process.

Vuture powers your webinars by integrating with your CRM and leading webinar software:

- When contacts fill out a Vuture registration form, the data is automatically stored in your CRM as well as in the webinar.
- After the webinar, Vuture also stores attendance data and records any questions the contact asked.

After the webinar, use that data to send personalised messages and build stronger relationships with clients and prospects.

Ideas for Your Next Webinar



These methods will make your webinar engaging and interactive while also providing you with actionable data.

Q&A

- Allow attendees to ask questions in real-time. Speakers and/or panelists can answer to encourage human connection between speakers and attendees.

Survey

- Get feedback from your virtual event when it's fresh in attendees' minds.
- In a similar vein, survey attendees about your services, their pain points, or ask any other relevant questions to inform your sales process.

Giveaway

- Everyone loves getting free swag at events. Create a giveaway of your branded gear to replicate that same excitement for your virtual event.

CTAs

- Calls-to-action within your event capture attendees' interest when they're most invested in learning more. Encourage attendees to click-through to your website to discover more about your services, read case studies and client stories, get in touch, etc.

Downloads

- Any brochure or marketing material you might have provided at an in-person event can be offered as a gated or ungated download.

Content links

- By including segments within your webinar, you can direct people to relevant blog posts, social profiles, case studies, additional webinars, FAQs, or any other content you offer.

A Trusted Partner

- ✓ 65% of the top 100 UK law firms
- ✓ 50% of the top 200 US law firms
- ✓ Big Four accounting firms

The Advantages

- Automate each stage of the webinar
- One-click setup process with drag-and-drop form building
- Real-time data captured and shared across platforms ensures quality reporting