

## Beautiful Forever University

### Virtual Video Events tip sheet

#### *Why Host a Virtual Event?*

Hosting a Virtual Event is an excellent way to launch a new service or product. This type event will attract new people who might not otherwise be able to attend an in-office gathering. Virtual Events enable your practice to actively engage new Facebook, Instagram, and You Tube users and to utilize targeted events and ads to engage your audience. Even better, an online conference is recorded and still available after it is finished, meaning anyone can access it at anytime, anywhere.

#### *Virtual Event Checklist*

- \_\_\_ Create a plan and topic
- \_\_\_ Choose a theme (around a holiday or season, or re grand opening)
- \_\_\_ Select title for event (use word 'virtual' in title)
- \_\_\_ Start to market virtual event weeks prior
- \_\_\_ Possibly partner or co-host with a local business to cross promote
- \_\_\_ Create event descriptions to think about
- \_\_\_ Answer questions - Who, what, when, where, and why
- \_\_\_ Create Event Page on Facebook (must be aesthetically eye-catching)
- \_\_\_ Create Graphics for event which are consistent with your brand
- \_\_\_ Use keywords to create hashtags - #virtual
- \_\_\_ The title of your event should be a hashtag
- \_\_\_ When entering keywords, suggestions will automatically populate with examples of the most popular hashtags on Facebook and LinkedIn

Best of luck! Please add me, [cherylwhitman@beautifulforever.com](mailto:cherylwhitman@beautifulforever.com), and the Beautiful Forever Consulting team to your email list. #beautifullyprofitable

We are happy to assist you in creating a successful virtual event! One-on-one consultations are available. Ask about our stimulus package reduced rates.