

Building a virtual community around virtual events

Do you have a strategy in place for building and educating your virtual community?

The emerging future presents a clear understanding that it is not if, but when, you will embrace the critical importance of educating your virtual community. This requires a reprioritization of existing communication platforms and the training of presenters to better understand the interaction opportunities with their online audience.

The key goals of a virtual event are to distribute information and connect with individual participants

- Step 1 Repurpose/repackage your current physical meetings, presentations and conferences
- Step 2 Restructure your physical meetings, presentations and conferences to better accommodate the virtual community
- Step 3 Create new virtual only content

Content Development

The goal is to create high-impact and easy-to-digest online audiovisual educational materials that promote resilience-building and transformative thinking, creating interactive feedback cycles that measure understanding and connect community.

At the moment a virtual event is concentrated experience, it follows the physical event model which is no longer necessary

The emerging trend is for smaller amount of information to be delivered over time. This supports the ability to measure the participants understanding just like you would have in classroom style, learning over a period of time.

The future recognizes virtual communications as a valuable, scalable, educational tool. Decisions need to be made from a portfolio management perspective in order to prioritize new opportunities and drive engagement.

Using technology platforms to connect people to a virtual environment is key. Pre and post event surveys fuels interaction. Individualized learning tracks allow you to search through catalogued video/rich media content, details of the, event metadata, chapters, and slides as well as documents, emails, web pages, images, view the Library Tree, upcoming events, recently viewed, recommendations and most popular. While virtual events are not yet personal interactions, emerging video to video chat integration will be the next step towards personalizing the virtual experience. Virtual events lower our carbon footprint, share our knowledgebase and expand our virtual communities. As participation increases so does the sustainable benefits.