

# Virtual Summit Success

A Step-by-Step Guide to Hosting Your First Online Event



**Course Book**

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# Introduction

People have been meeting together to learn for centuries. But in-person conferences often have a high barrier to entry: it's costly to fly to a conference in a different city or country, it's time-consuming, and on top of that, it isn't great for the planet.

Technological advances have opened the door to new ways for people to connect online. Even some of the largest conferences in the world have gone partially or completely digital. This both reduces costs and carbon footprints, and makes attendance accessible to a wider audience.

For anyone interested in attending one of these virtual conferences, they can simply register with their email address to watch the video interviews and presentations during the event. This enables them to learn from their own homes, for free or for a lower cost than attending in person.

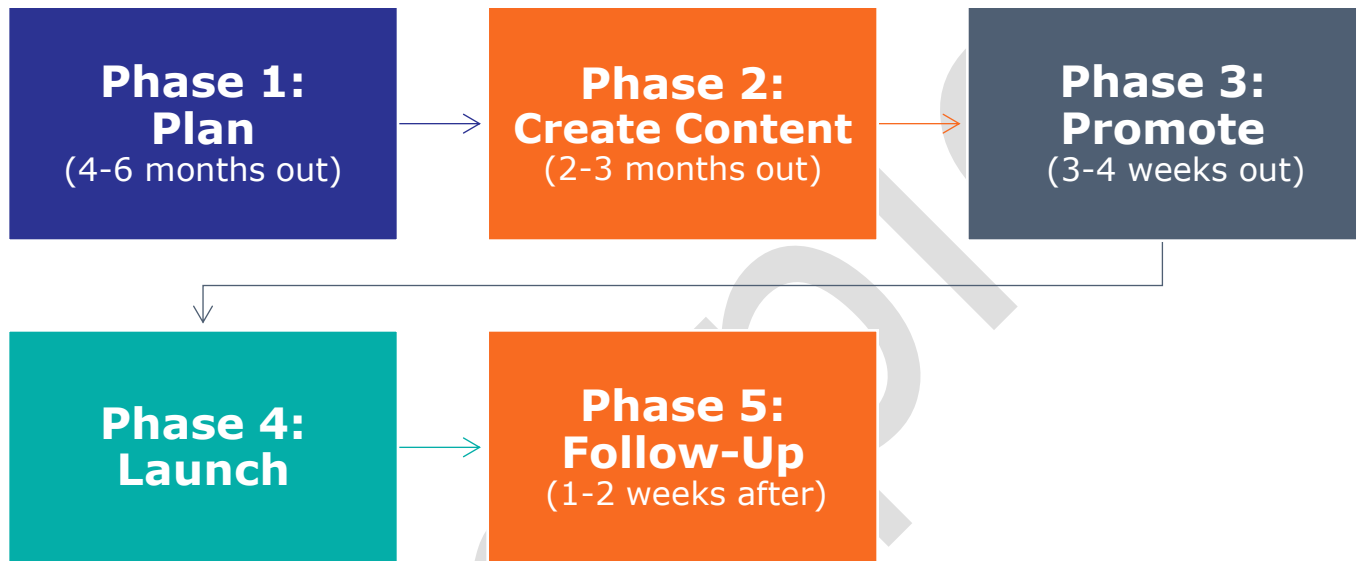
As a business owner, virtual summits offer you an opportunity to connect with people across the globe and offer your solutions a broader audience. You can build your expert status and attract new leads while also creating a new income stream for your business.

However, it takes time and dedication to set up a successful virtual summit, which is why it isn't the first-choice marketing strategy for many business owners. But if you take the plunge, you'll set yourself apart from the competition and offer an experience that few others can provide.

In this course, you'll learn exactly how to do that. You'll be taken step-by-step through the set-up process of the equipment and systems you need to run a virtual summit. You'll discover how to choose speakers who attract attendees and how to motivate them to promote the event, as well as how you can promote to your own subscribers and social media followers. You'll put in place the sales process to generate income during the summit and

after it closes. By the end of the course you'll be prepared to host your own virtual summit and integrate it into your business strategy.

Here is your roadmap through this course:



### Learning Objectives:

By the time you complete this course, you'll be able to:

- Set specific goals for your virtual summit, so that you can confidently kick-start the summit process knowing the results will meet your business objectives
- Pick a summit topic to demonstrate your expertise and define your target market so that your summit provides what people are looking for
- Plan the outline of your summit and make crucial decisions about how you'll present it so that it has the greatest impact on your audience

- Choose potential speakers who are the best fit for the needs of your summit attendees and who complement your area of expertise
- Set up the basic systems and technology you need to run a successful virtual summit so that you are ready to put your sales funnel in place and conduct your interviews
- Contact potential speakers and offer them the opportunity to participate in your summit
- Decide on the metrics you need so that you have them in place to measure the success of your summit
- Make your choice of speakers from those in your niche who want to participate in your summit and set up interviews with them
- Prepare the content you need for the summit, such as your presentation and graphics, so that you can save time later on
- Create the sales pages you need to complete your sales funnel so that people will be taken smoothly from the registration process to the final offer
- Record and edit the interviews you want in your pre-recorded video bank
- Identify different ways to promote your summit on social media so that you attract the maximum number of people to register
- Create and schedule a sequence of emails for your existing subscriber list and new registrants so they have the information they need to attend the sessions they want
- Provide copy to your speakers to save them time and help them promote for you, so that you take full advantage of having them as promotional partners

- Launch your summit and be on hand to motivate and add value so that you provide the best customer and speaker support you can
- Close out your promotion and find methods to increase the profits so that you maximize the possibilities of your summit
- Consolidate and implement your learning and plan future action steps, so that you can achieve the goals you set for this course and develop further

This course is broken down into 7 major modules and individual lessons to take you step-by-step through setting up and running a virtual summit.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

## **Expectations**

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

# Module 1 – Why Virtual Summits?

You've decided to organize a virtual summit, but are you clear on why you've made this decision?

In this first module, you'll identify your business goals for your summit, whether it's your first or the next in a series.

## What Is a Virtual Summit?

Think of any conference you've ever attended where you had the chance to hear experts speak on your topic. Now, put that conference experience online and there you have a virtual summit. A virtual summit features interviews with experts in a particular niche brought together by the event host who share valuable information with their audience, just like they would from a platform at a physical conference. Virtual summits work for all types of businesses. Here are some examples:

- A coach who helps people going through divorce brings together a group of speakers on the topic including a divorce lawyer, relationship coach, financial planning expert, and real estate agent
- A hairdressing salon owner who provides guidance for other salon owners to build their business invites speakers on business development, finance, hair trends, and interior decoration
- A yoga teacher who works with pregnant women and who wants to provide wider help brings together a health supplement specialist, a meditation coach, a sleep consultant, and a dietician

Attendees of virtual summits often get free access in return for their email address. There's some variation in pricing structure and three basic options to choose from:



## Free

Attendees sign up to register for the summit and receive a free access pass. This is usually time-limited for 24 or 48 hours or limited to the length of the live virtual summit. It's a great way to generate new leads and offers opportunities to upsell to a product or service you have available.

## Freemium

This is similar to the free version, but there's a chance for attendees to purchase an access pass to give them lifetime access to recordings of the interviews. You can offer different levels of the pass at different price points which build on the basic pass. For example, a Level 2 lifetime access to interviews plus bonus material, then a Level 3 pass which includes a live Q&A with you and some of your speakers. Access passes have all sorts of names like 'VIP Pass', 'All-time Access pass' 'Platinum pass' and so on. It's up to you to get creative with the names and demonstrate that as people invest more, they get more value.



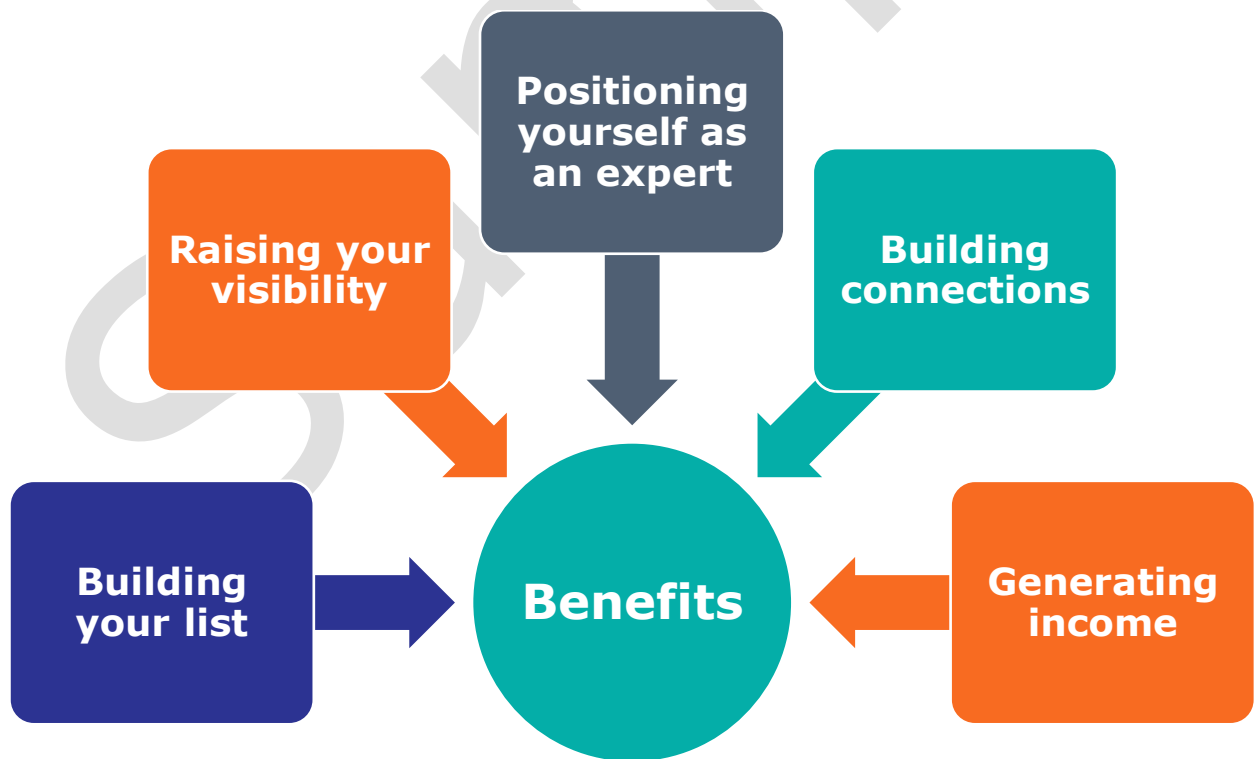
## Premium

This is a paid entry model where you charge for entry and lifetime access to all materials. It works best for people who have a 'name' which will attract an audience, or if you already have a particularly engaged following who want to see more of you.

If you're starting out with virtual summits and want to attract some income, then the freemium version with one level of access pass will work well for you.

## Why Run Virtual Summits?

There are many benefits to running a virtual summit including:



## **ATTENTION:**

This is only an excerpt from our full course [Virtual Summit Success](#). The full, customizable course contains 8 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

# **Virtual Summit Success**

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