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**How Jordi from
Forcemanager
got 9,000+
people to come
to his 2 day
virtual event...**

Tip #1 - Company Alignment



"Having full company alignment before you launch something like a Virtual Event is so crucial i.e. make sure each department is involved in their own way."

Tip #2 - Budgeting An Event



"Don't be afraid to invest into your event & remember that a good percentage of your budget needs to be going towards the promotion around the event... cool tech & platforms won't make your event successful"

Tip #3 - Let Your SDR's Promote



"On the run-up to the event, have your SDR's outreach to prospects to get them signed up for the event. This is a really good way to reactivate cold target accounts & be seen as the authorities within your industry."

Tip #4 - Brand & Design



"Keeping your branding consistent across all channels on the run-up to the event, is so important - in order for the event to have that 'viral effect' & reach a lot of people."