



Virtual Event Training Package

2020

About Us



About Us

ENGAGING WITH YOUR COMMUNITY THROUGH MEANINGFUL EVENTS

Fetching Events & Communications is a boutique agency specialising in project management, event management, communications and volunteer management.

With over twenty years experience in the events and communications industry including major international events, the private sector, government and not-for-profit, Fetching Events and Communication's founder Georgie Stayches and her team are committed to making a difference in the community, whether that is education, sporting, peak bodies, associations or community services.

We are committed to working with community minded organisations that we believe in and are passionate about and that integrate with our brand values of **Excellence**, **Success**, **Compassion** and **Spirit**.

Combining our international event experience in media with our communications knowledge and skills, Fetching Events & Communications provides a fully integrated events, volunteer management and communications service.



Why Us?

ENGAGEMENT THAT CREATES ENDURING RELATIONSHIPS

Whether it is developing and implementing event strategies, consulting on a series of major events, producing an event from start to finish, reviewing membership engagement activity or developing stakeholder communication plans, we can tailor our services to meet your needs.

We do not employ a 'one size fits all' motto for our projects but rather strategically plan and deliver each event or campaign to ensure it aligns with each cause and achieves its objectives.

We are renowned for our attention to detail and personalised project management. Our boutique agency ensures your project is top priority and receives the necessary attention and commitment. Our continual client referrals and repeat business are a clear indicator of the high level of satisfaction of our clients.

We will put your mind at ease by taking care of your campaign as we deliver a professional and high quality experience for your members, clients and supporters.



We Have Fetched Success For

Sport & Recreation



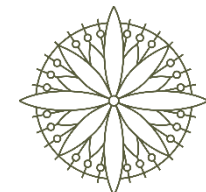
Not For Profit, Government & Community



Professional Services



Education



What They Say About Us



“When COVID hit and our program of events came to a grinding halt, we wanted to move promptly online. So when I set out to run Tribeca’s first webinar, I knew I’d need technical (platform) advice and assistance to manage the webinar itself. I wanted to ensure we created engaging content to respond to what people were looking for. We started with a cohesive brief, and worked through objectives, talent, logistics and technical advice pre, during and post the event. Fetching’s depth of experience and eye for detail shone through. I could not recommend Fetching Events & Communications more highly.”

Lisa Bond

**Strategic Communications, Engagement & Advocacy
Tribeca Financial**



Virtual Event Training

How We Can Help

ENGAGING WITH YOUR COMMUNITY THROUGH MEANINGFUL EVENTS

As the world of live events have changed, Fetching Events & Communications has helped organisations transition their events online, where appropriate.

Fetching Events & Communications understands that it is more than just moving a conference program online, it is about understanding the purpose of the original event and establishing the most engaging and effective format to deliver that online.

The difference between an adequate online event and a great event, is the ongoing engagement with your audience.

The success of an online event is not the amount of tickets sold or registrations, it is the length of time each attendee stayed online and the repeat attendance at future events.

We will work with you to:

- Reflect on and determine your purpose
- Understand your audience and their 'virtual' capacity
- Determine the key motivators for the event and the appropriate format
- Educate on the behaviours of attendees during virtual events and how to maximise your impact
- Establish key 'engagement' moments and strategies
- Guide you through all the technical elements

We are passionate about **creating amazing experiences that influence and inspire** – whether that is in person or online.



How We Can Help

We will provide strategic planning, training and set up of your virtual event/s.

Strategy Planning

- Purpose
- Target market
- Format
- Speakers
- Sponsors

Technical Planning

- How to set up an online event
- Technical training
- Registration process
- Registration branding
- Email set up
- Data collection
- Engagement touchpoints

Technical Rehearsal/s (with all talent)

- Rehearsal set up
- Technical briefing
- Broadcasting
- Camera training
- Panel facilitation

Dress Rehearsal/s

- Camera training
- Final run through

Live event

- Set up
- Practice
- Live event

On-call support

Post event support

- Data analysis
- Content repurposing
- Follow up communications

How We Can Help

Detailed toolkits and cheat sheets will be provided to support each virtual event.

Toolkits include:

- Virtual Event Set Up Checklist
 - Setting up the session
 - Setting up the Invitations (Registration)
 - Setting up automated emails
 - Setting up branded pages
 - Setting up Polls, Q&A and chat functions

- Virtual Event Talent Checklist
 - What to do the lead up to the Dress Rehearsal and Live Session
 - What to do during the Dress Rehearsal
 - What to do prior to the Live Session
 - What to do during the Live Session – Practice Mode
 - What to do during the Live Session – Broadcast Mode

- Accessing post session data

- Virtual Event Recording Set Up
 - What to do prior to the session
 - Recording settings
 - Recording capacity
 - What to do during your session
 - What to do following your session

- Virtual Event Commence Session Checklist
 - What to do prior to the session
 - Practice session
 - Settings
 - How to commence the broadcast session
 - What to do during the broadcast session
 - Ending the broadcast session

Our Fees

This package can be delivered as one on one training, to a team or can be delivered in a workshop for your community members.

We can tailor the package based on the size, frequency, format and duration of your virtual or hybrid event.

Contact us today for a detailed discussion and proposal.

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