

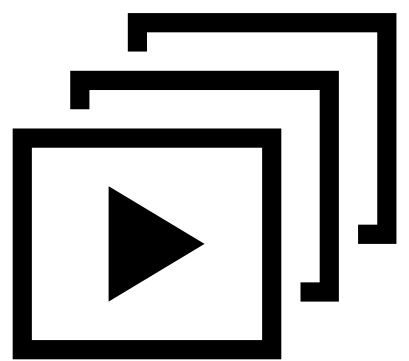
RSO LEADER RESOURCE GUIDE

VIRTUAL EVENT IDEAS

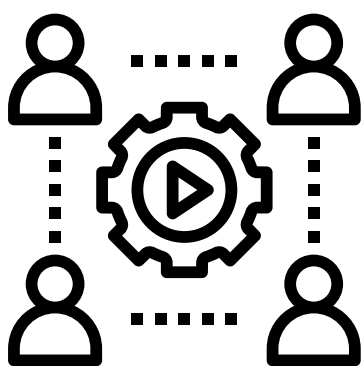
Source: <https://blog.bizzabo.com/rakuten-event-marketing>

GET CREATIVE WITH EVENT SERIES

Break up traditional large scale events into a mini-series. It's hard to keep people engaged virtually for the same length of time as an in-person event and you can be creative with how content is delivered online.



FIND A COLLABORATION PARTNER



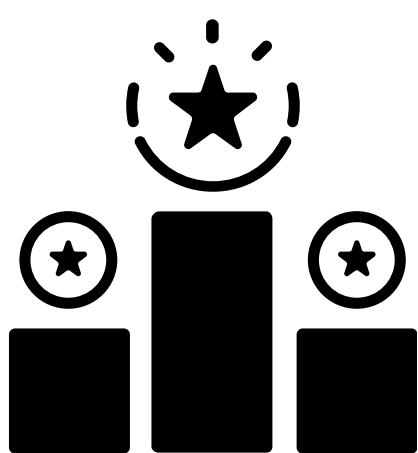
Search & contact RSO leaders on Blueprint to find similar groups. Collaborating can be more effective in a virtual environment because of sharing resources and reducing competition for "air-time" with an audience.

CONSIDER THE ADDED VALUE

Think about the purpose of your event and what the added value is for attendees. Are people looking for ways to create meaningful connections with friends? Networking? Or professional development opportunities?



ADD COMPETITION ELEMENTS



Increase engagement with virtual events by adding a gamification component. This can be a fun and creative way to interact with your attendees.