PRODUCTIVE MEDIA
INCORPORATED

Virtual / Hybrid Event Worksheet

Event Name:_____Event Date:_____

What outcome would you like from this event? _____

_____

_____

Which category best describes your outcome?

I wish to both give and receive information in as free flowing a manner as practicable. It is important to foster creativity and encourage as much participation as possible	I want to provide information to my audience in as clear and structured a manner as possible. My viewers ability to retain the information is the most important goal.	I want my audience to take a specific action at the end of my presentation. This includes making a donation, increasing effort, making a purchase, or spreading my message.

Who will be participating in this event? _____

_____

_____

Please mark a range for each category. Please focus on the core audience for which you want the outcome listed above.

More Active Participants   Less Active Participants

├──┼──┼──┼──┼──┼──┼──┤

Expecting a More Formal Event   Expecting a Less Formal Event

├──┼──┼──┼──┼──┼──┼──┤

Comfortable with Technology   Less Comfortable with Technology

├──┼──┼──┼──┼──┼──┼──┤

Open to Virtual Meetings   Adverse to Virtual Meetings

├──┼──┼──┼──┼──┼──┼──┤

Not Active in Social Media   Active in Social Media

├──┼──┼──┼──┼──┼──┼──┤

Which category best describes your audience?

My audience is likely to know each other and have shared expectations for how they will interact.	My audience will not know each other, but will have a deep interest in the subject matter of my event. There is some benefit or requirement that is driving their interest.	My audience has a passing interest in the subject matter of my event, but have no obligation to participate. I need them more than they need me.

How many participants will physically attend your event? _____ (zero is acceptable)

How many participants will virtually attend your event? _____

	The Host	Other Presenters	Online Participants	Local Guests	Nobody
Who needs to be able to speak freely?	☐	☐	☐	☐	☐
Who needs to be able to speak when called upon?	☐	☐	☐	☐	☐
Who needs to be seen by everyone?	☐	☐	☐	☐	☐
Who needs to be able to share their screen?	☐	☐	☐	☐	☐
Who needs to be able to mark up the screen?	☐	☐	☐	☐	☐
Who needs to have access to an alternate communication channel (phone etc.)?	☐	☐	☐	☐	☐
Who needs to be able to ask a question by text?	☐	☐	☐	☐	☐
Who needs to be able to participate in an online poll	☐	☐	☐	☐	☐
Who needs to be able to participate in an online game	☐	☐	☐	☐	☐

What your main method of soliciting feedback? _____

Who will moderate / filter the feedback? _____

How many local presenters will there be? _____

How many remote presenters will there be? _____
(please fill out a remote presenter check-list for each)

Who is responsible for muting / unmuting remote guests?_____

What is the speed of the primary internet connection at the venue?
Download:_____mb/s   Upload: _____mb/s

Is the bandwidth dedicated to our production? _____

What is the plan for backup connectivity?_____

How will your audience find the event?_____

Will this be offered as video on demand after the event_____

_____

Opportunity Number:_____
Account Rep:_____

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