



# GOING VIRTUAL

## **THE FUTURE OF EVENTS**

At RJ Whyte Event Production, we are thinking everyday about the future of events and how to share with our clients what going virtual looks like and how it can positively impact your event.

---

*The Future of Events*

# WHAT VIRTUAL LOOKS LIKE AND IT'S IMPACT ON YOUR EVENT

## WHO WE ARE

RJ Whyte Event Production creates dynamic experiences for change-makers all over the world. With a focus on dynamic, large-scale, and production heavy events, RJ Whyte leaves no detail to fate.

Our background in production focused events make us uniquely qualified to handle technologically complex virtual events.

## OUR PLAN

Think of us as an extension of your team. We are here to brainstorm, transform and carry out your event. Whether this means in person, virtual or even a combination of the two. We pride ourselves on flawlessly executing events of all shapes and sizes. .

## PROVEN SUCCESS

Going virtual can seem daunting but we will help you create a successful event from start to finish. Our virtual events have cut expenses compared to live events, reached larger audiences and helped organizations to meet their fundraising goals.

## CONTENT

The Stats on Virtual Events - Pages 3

The Future of Events, Plan, A, B and C - Pages 4-6

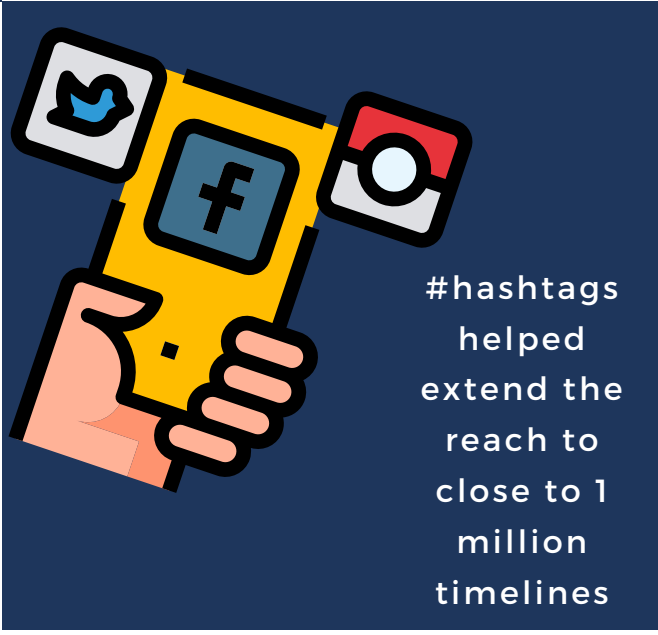
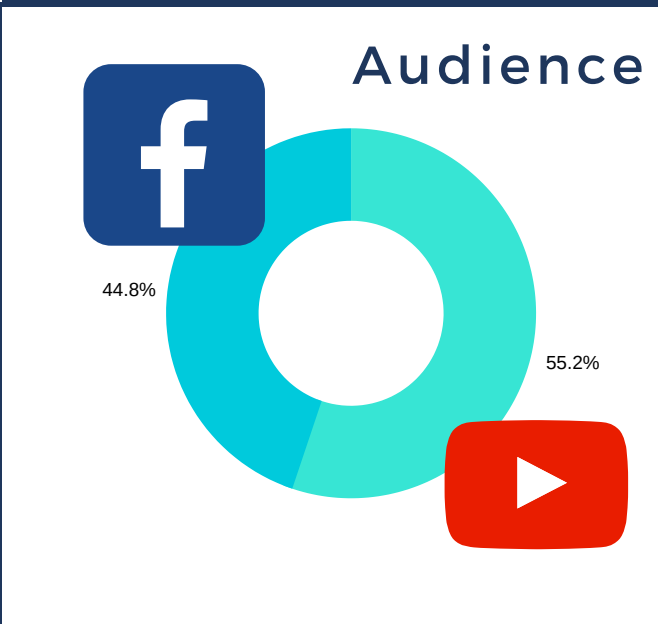
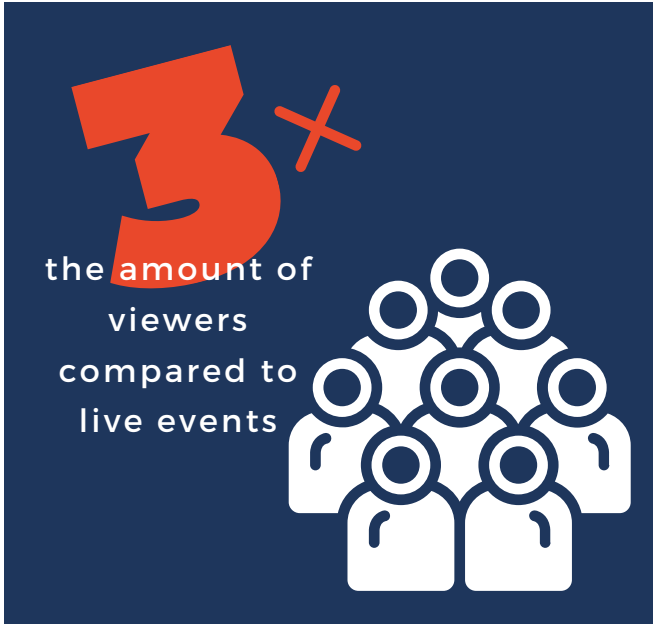
The Fast Facts on Going Virtual - Page 7



Virtual Events

# NUMBERS & STATISTICS

Based on past RJ Whyte client virtual events





# EVENT PLAN A

## TRADITIONAL LIVE EVENTS



### FUNDRAISING:

ORGANIZATIONS WILL BE ABLE TO RAISE VITAL FUNDS THROUGH TABLE AND TICKET SALES AND SPONSORSHIPS FOR THE EVENT.

### POSSIBLE PRECAUTIONS:

- TEMPERATURE CHECK AT REGISTRATION.
- LESS PEOPLE AT ROUND DINNER TABLES.

### GUEST EXPERIENCE

While large live events are allowed to happen, certain precautions will need to be in place.

This will include but its not limited to:

- Placing Hand Sanitizing Stations throughout.
- Utilizing larger rooms and layouts to allow for effective social distancing.
- Using larger tables to allow guests to spread out when seated for dinner.
- Ensuring programs consist of no large groups on stage at any time.

### EXAMPLE OF CDC GUIDELINES

Large Events are allowed but involve some restrictions



# EVENT PLAN B

## HYBRID LIVE & LIVESTREAM

### GUEST EXPERIENCE

Option B allows for maximum creativity in how we gather guests for viewing the livestream. There are many options to explore, below are just a few!

Top donors and event chairs can be on-site for filming of the livestream. We would also welcome a small number of high-level donors to enjoy dinner surrounding the event.

At certain giving levels, benefits can include the ability for sponsors to host guests in their homes or at other off site locations, allowing us to provide them with a catered meal for a certain number of agreed upon guests, where they are able to socialize and network prior to the livestream program.

As restaurants allow we can take advantage of their private dining rooms for donor dinners that could take place during the event.

Lower level donors could receive benefits including catered wine and meals via local vendor partners giving them the ability to host a “watch party” at home while supporting the restaurant community.

### EXAMPLES OF CDC GUIDELINES

Gatherings of more than 50 guests are not permitted

### FUNDRAISING

ORGANIZATIONS WILL BE ABLE TO RAISE VITAL FUNDS THROUGH SPONSORSHIP LEVELS THAT EXPAND ON THE CLASSIC GALA EXPERIENCES AND OFFER MORE CUSTOM AND UNIQUE EXPERIENCES.

LEVELS COULD ALSO INCLUDE MAXIMUM VISIBILITY WITH BRANDING AND SIGNAGE THROUGHOUT THE LIVESTREAM WHICH IS APPEALING TO CORPORATE DONORS.

# EVENT PLAN C

## FULLY VIRTUAL EVENTS



### FUNDRAISING:

ORGANIZATIONS CAN SELL SPONSORSHIPS FOR PLACEMENT IN PRE SHOW AND POST SHOW SPONSOR REELS, LOGO AND NAME PLACEMENT DURING PROGRAM, AND MENTION DURING REMARKS.

SPONSORSHIPS FOR HIGHER LEVELS COULD INCLUDE CATERED MEALS AND BEVERAGES, AS WELL AS SPECIAL PACKAGES THAT WOULD BE DELIVERED ON THE DAY OF THE SHOW.

### GUEST EXPERIENCE

This model would involve a fully live streamed event with all guests viewing from home.

- Guests will be able to bid on Silent Auction Items from home with the help of an auction consulting platform.
- For Live Auction elements, bidders will be able to join the “gala” via video and web conferencing platforms or by phone where we will facilitate bidding on Live Auction items LIVE for the audience at home to see.
- Program participants will be able to send videos in for their respective program elements or can join the event live via video and web conferencing platforms.

### EXAMPLE OF CDC GUIDELINES

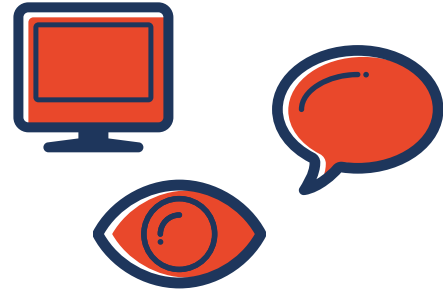
Gatherings of more than 10 guests are not permitted



# The Fast Facts on Going Virtual

## Extended Reach

Clients have reached a high of 4,000 views of their virtual event across all channels, during and after the event.



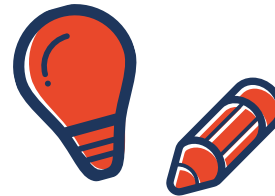
## Going Live on Facebook

Your reach can go far on social media! One Virtual Gala saw 13,007 Facebook users and had 5,275 engagements, how many will yours have?



## Event Hashtags

Creating an event hashtag can increase your presence online. A virtual event's hashtag appeared 950,038 times on viewers timelines/pages and was seen by 498,022 individuals.



## The Cost Savings

There are limited expenses for virtual events (remember no catering for a large crowd) and one client achieved 170% of their net goal.

## Auction Goals

Auctions should be curated to reach their new virtual audience. We have seen great success in this, with one client reaching an outstanding 112% of their Fair Market Value on their items and another meeting 95% of their silent auction goal.

## Average Viewers

Keep in mind we measure viewers in households not individuals and on average we are seeing 550 households tuning in for virtual galas.



1726 20th Street NW,  
Washington, DC, 20009



(202) 505-1985



[info@rjwhyte.com](mailto:info@rjwhyte.com)



[www.rjwhyte.com](http://www.rjwhyte.com)



[@rjwhyteep](https://www.instagram.com/rjwhyteep)

**RJ WHYTE**  
event production