



GUIDE TO VIRTUAL EVENTS

Why Host a Virtual Event with MassMEDIC?

- Insight into hot topics and members' needs
- Targeted exposure to the medtech community
- Collaboration with seasoned event and marketing professionals
- Creation of custom event promotions
- Turnkey event production
- Enduring thought leadership
- Event registration data

To maximize value on our virtual event partnership, please consider these tips for success!

When scheduling your event, also consider industry events that may draw attendance.

Finalize your event early, so we can start promoting!

Not sure what would resonate most with our membership? We love to brainstorm ideas!

Do your own promotions with the custom co-branded promotional graphics to drive awareness.

Feed us a few questions ahead of time to start the discussion.

Ensure your speakers have a quiet location and are camera ready!

Use the event recording as new content for your brand.

Follow MassMEDIC on Social Media!

 @MassMEDIC  @MassMEDICouncil  @MassMEDIC

Don't forget to tag us, so we can help amplify your event!

QUESTIONS? Contact: info@massmedic.com

TIMELINE



SIX WEEKS OUT

Finalize date, event format, title, and description



FOUR WEEKS OUT

Finalize speakers and get bios, headshots & logos



TWO WEEKS OUT

Promote your event



ONE WEEK OUT

Check in with speakers on logistics, and slides



DAY OF EVENT

Arrive 10 minutes early for AV check



AFTER EVENT

Follow up with registrants & use your content

WHAT WE NEED FROM YOU

- Preferred Event Date(s)
- Virtual Event Format
- Title
- Description
- Your Information
 - Point of Contact
 - High Resolution (.eps preferred) Company Logo
 - Company Social Media Handles
 - Company Introduction
- Speaker Information
 - Name
 - Title
 - Headshot
 - Bio
 - Company Name and Logo
 - Social Media Handle
 - Email
- Slides (if applicable)