



**Introduction to Producing Event Series
Excerpts from Modules**

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Introduction to Producing Event Series

Excerpts from Modules

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I would like to introduce you to the professional world of virtual event production. I have developed a series of training modules based on my 35 years of television production. During this time, I worked as a distance education producer for over twenty years. The last three years I have produced and directed a large variety of fully virtual events. Some examples include simple meetings, workshops, webinars, certified training sessions, film screenings with a Live panel, award ceremonies, university orientation events and university commencements. The participants and audience for these events have ranged from just eight people for a workshop to hundreds for commencements.

I have packaged the knowledge and skills gained from these experiences that I have developed over the years into a seven-part training series. Single modules are available at collinsvirtual.com. The complete course is available to my Patreon members. Visit patreon.com/collinsvirtual to learn how to become a member.

I have provided some sample excerpts from the training series below. This will give a basic introduction to the training.

Training Module # 1: Event Organization

This module contains an introduction to production and event planning. You will learn the basic steps used by many event organizers and project producers to effectively begin the pre-production stage of planning a virtual event.

Some excerpts:

Production planning and event planning take place in stages.

1. Pre-production - the organization process
2. Production - the actual event
3. Postproduction - wrapping up the event

Pre-production: the Organization Process

Those of you who have been involved in the organization of any type of event know that the organization of the elements, or parts, is essential. Many large events should have an event coordinator or producer.

First tip - organizing any event is always a fluid process. Larger events involve more people and a larger dynamic. Direct this energy into a positive outcome for all involved.

Step by Step Planning - I have outlined 17 steps to guide event coordinators through the Planning process. Some of these include:

- Set the objective of the event
- Select support roles
- Choices for digital channels
- Key documents to organize the plan.

The complete list of 17 steps can be found in the Training Module #1 and #2A -2B at collinsvirtual.com or become a member to have access to the complete course at patreon.com/collinsvirtual.

Training Module # 3: Creating the Virtual Event

Learn about the factors involved in choosing the type of event, the format that is best suited for your event and options for virtual platforms. This section also covers the steps to create a Zoom meeting.

Some excerpts:

Decisions on the following items will help determine what type of event would best deliver your message.

1. **Format:** meeting or webinar
2. **Scale:** event size can be affected by the topic, elements, interactivity and other factors.
3. **Choices for Live or Recorded** and more: what are the options?
4. **Platforms:** selecting the best suited virtual platform for your event.

Creating a Zoom meeting involves a step-by-step process. This is reviewed further in the full version of module #3.

Training Module # 5: Rehearsal

This guide will prepare event organizers with the framework for the organization of your event and provides some informative tips to use for a productive event rehearsal.

Some items covered in this module include:

- Creating a rehearsal plan and purpose.

- The rehearsal agenda.
- Tips for productive rehearsals.
- Planning a successful rehearsal.

This guide is a framework to conduct a productive rehearsal. A successful rehearsal will prepare all participants for the actual event.

Thank you for reviewing this Introduction to the Producing Event Series.

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Please contact Dave Collins at collinsvirtual@gmail.com with questions about additional training options.



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