

Virtual Event Tour Hosting

This playbook outlines the sequential steps for organizing a virtual tour as part of a larger event. The virtual tour is designed to excite potential attendees with highlights of the venue and what to expect from the event.

Step 1: **Planning**

Determine the objectives of the virtual tour and the key features of the venue you want to showcase. Decide on the tour's duration and the most engaging way to present it to the audience.

Step 2: **Preparation**

Coordinate with the venue to schedule a day and time for filming the virtual tour. Prepare the equipment needed, such as a camera, microphone, and stabilizing gear. Also, plan the route of the tour to ensure all features are included.

Step 3: **Recording**

Film the virtual tour, making sure to capture high-quality video and audio. Highlight the main attractions and amenities of the venue, and provide commentary that will engage the audience and give them a feel for the event.

Step 4: **Editing**

Edit the recorded footage to create a seamless and immersive experience. Add graphics, text overlays, and music to enhance the tour and ensure it aligns with the event's theme and branding.

Step 5: **Promotion**

Promote the virtual tour through the event's website, social media, and email campaigns. Provide clear instructions on how viewers can access the tour and what technical requirements they might need to meet.

Step 6: **Hosting**

Host the virtual tour on the chosen date and time. Make sure to have someone available to answer questions in real-time and interact with the audience, providing a personalized experience.

Step 7: **Feedback**

After the virtual tour, gather feedback from attendees to assess what worked well and what can be improved. Use this information to enhance future virtual tours or other components of your events.

General Notes

Technical Check

Prior to hosting the virtual tour, perform a technical check to ensure that the video, audio, and any interactive features are functioning properly.

Rehearsal

Conduct a full rehearsal of the virtual tour to iron out any potential issues and refine the presentation.

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