

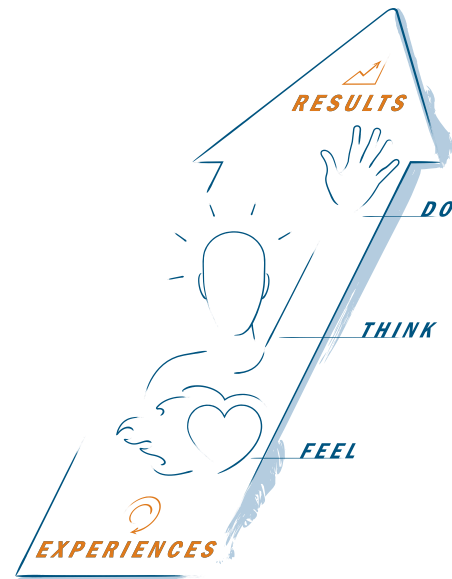
VIRTUAL MEETING DESIGN CANVAS

National sales meeting? All company meeting? You can achieve virtually all of your goals and foster employee engagement during every phase. We've designed this canvas as a framework to guide your planning.

Impactful virtual meetings are centered on the participant experience.

At every step of the journey, consider what you want participants to: **feel, think, and do.**

Then, focus on designing moments that drive toward the desired **emotions, mindsets, and actions.** Keeping the performer at the center of the experience will help you manage energy flow, attention, and breaks. It prompts you to plan a schedule that provides space for participants to internalize, connect, and engage in a way that creates lasting memories and changes behavior. This canvas will help you map out moments that matter, from the initial invite to post-event momentum, so that you can reach optimal engagement with a large audience while achieving your business objectives for hosting the gathering.



Get familiar with the 5 phases of gatherings. (We'll refer to them as the 5 Es.)

When we think about the participant experience at every stage of a virtual event, there are 5 key phases to consider. Here's a quick primer on each "E" you'll want to consider as you plan your meeting.



Entice

Attract participants to the experience through intentional invitation. Build anticipation through pre-event mailers or activities.

Consider: teaser videos; gift or materials mailed in advance; a themed itinerary; pre-meeting assignments; modifications for special circumstances (different time zones, parents with kids at home)



Enter

Set the virtual stage. Provide context, goals, and objectives ahead of time or at the start of the meeting. Set the tone and create clarity.

Consider: a virtual lobby with music and animation; greeters who send welcome messages; fun polls or shout-outs; a list of guiding principles for participation; a help desk email address



Engage

Create an experience that energizes and inspires participation. Think through the design of interactions and the pacing of the schedule.

Consider: including multiple perspectives; surprise elements; a mix of group and independent time; virtual breakout sessions; gamification; offline activities or breaks; live Q&A



Exit

Create memories and momentum at the conclusion of the event. Capture and celebrate shared achievements.

Consider: voting or survey apps; summary drawing exercise; virtual board for posting follow-up thoughts; a virtual group "photo" with web cams on



Extend

Commemorate and activate the experience post-event. Make event insights actionable and encourage individual accountability into the future.

Consider: peer pairings; 1:1 scheduled check-ins; post-event emails; microsite with follow-up content

Capture the big picture.

Before you dive into the Virtual Experience Design Canvas to map out individual points on the participant journey, take the time to be clear on your event goals.

What event are you designing?

Who is your audience?

What's the purpose of this specific virtual event?







What are the desired outcomes?

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Now the real work begins. In the space below, capture ideas for engaging your audience's heads, hearts, and hands. Remember to let your desired outcomes guide you as you go.



Map out the participant experience journey for each phase of the event.

 Entice	 Enter	 Engage	 Exit	 Extend	 Notes:
Attract participants to the experience	Set the stage for your time together	Create an experience that energizes and inspires	Create memories and momentum	Communicate and activate the experience	
FEEL:	FEEL:	FEEL:	FEEL:	FEEL:	
THINK:	THINK:	THINK:	THINK:	THINK:	
DO:	DO:	DO:	DO:	DO:	
STRATEGIES FOR ACHIEVING:	STRATEGIES FOR ACHIEVING:	STRATEGIES FOR ACHIEVING:	STRATEGIES FOR ACHIEVING:	STRATEGIES FOR ACHIEVING:	