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Ways to Run Virtual Conferences Better in 2021

As you plan virtual or hybrid events this year, these 4 best practices – based on what attendees prefer – will give your audience the experiences they're expecting.



1-2 hours

The ideal virtual conference length chosen by a majority (59%) of attendees.

Best practice #1

Find a virtual events provider that allows you to turn your event formats into templates, making it easier to produce more shorter, frequent meetings.



Wednesday

The most preferred day of the week for virtual conferences. **Morning** is the most preferred time of day.

Best practice #2

Market your virtual conference as a midweek brunch-and-learn, providing food delivery gift certificates as incentives when appropriate.



Nearly half (46%)

of attendees prefer a two-directional conference with live Q&A, while 38% like conferences to be live and recorded.

Best practice #3

Provide immediate replay sessions to add value for virtual participants who miss a session or wish to rewatch for deeper learning.



60% prefer

conferences that practice sustainability.

Best practice #4

Make the switch to virtual swag or useful items made with recycled materials (e.g., a water bottle vs. koozy), electronic guides for hybrid conferences, and other sustainable practices.

Sources: 1-3: PromoLeaf, "The Surprising Truth about Virtual vs. In-Person Conferences"; 4: PromoLeaf, "The Need for Sustainable Practices in Conference Planning"

Strive for the best virtual events and conferences this year.

[Learn how](#)

