

# WHY CREATE A VIRTUAL EVENT NOW?

## 13-Reasons Virtual Works Best For Your Attendees

- 1 - Community:** Your employees and event attendees are craving the powerful experience and feeling of community.
- 2 - Cost Effective:** Virtual vs. Live Events is the perfect solution for the budget needs of any company.
- 3 - Communication:** Open the Chat and watch the communication and personalities of your peers truly shine.
- 4 - Craving Connection:** Attendees love experiences together, whether learning, laughing, or lifting one another.
- 5 - Consistency:** In a time of challenge or crisis, still moving forward with the events that are planned, even virtual in place of in-person, gives assurance to those you employ and work with that their future is secure with your company.
- 6 - Comedy:** There is a reason Comedy is the #1 movie genre and Google search term during pandemics and recessions - everyone needs to laugh!
- 7 - Core-Values:** What does your company stand for? What is the mission? If it includes foundational beliefs that drive your work forward there is no more important way to reinforce your powerful promise than creating a virtual experience.
- 8 - Culture:** In a time of uncertainty the workplace culture can either be built up or torn down - events and experiences matter.
- 9 - Content:** Cat videos may rule during quarantine, but you offering an entertaining, educational experience online that can deliver the content your company needs to move forward and continue learning at the highest level is essential to your success.
- 10 - Caliber:** The Top Speakers and Entertainers on the planet are available and right in front of you with the click of a button.
- 11 - Customization:** Livestream, Pre-Records, YouTube Produced Videos, Break-Out Sessions = any experience you desire to customize is possible within your Virtual Event.
- 12 - Creation:** You are the designer, the originator, the one who went forward and delivered on your promise to create an experience no one will ever forget and everyone needed, just in time.
- 13 - Commitment:** Your Promise is to rise up during times of trial, you have options and solutions, you will be the hero of your event as you bring together the best team members, choose the top talent, and pull off the amazing Virtual Event no one thought possible.

*Well done. You Kept The Promise.*

**JASON HEWLETT**  
*The Promise*