

Think Virtual: Executing a Successful & Engaging SKO

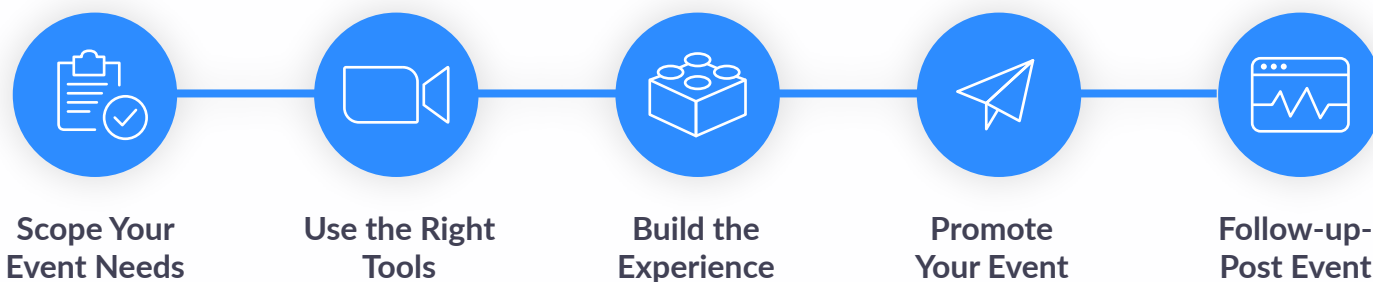
Your Guide to Virtual Sales Events



In the current times, virtual events offer an option for creating community connections while employees and their teams want to stay safe at home. For Zoom, Sales Kickoffs are one of our most important events that help motivate our Revenue Org for the upcoming year, align goals and strategy, provide key information and tools needed to deliver happiness, and celebrate our wins and colleagues.

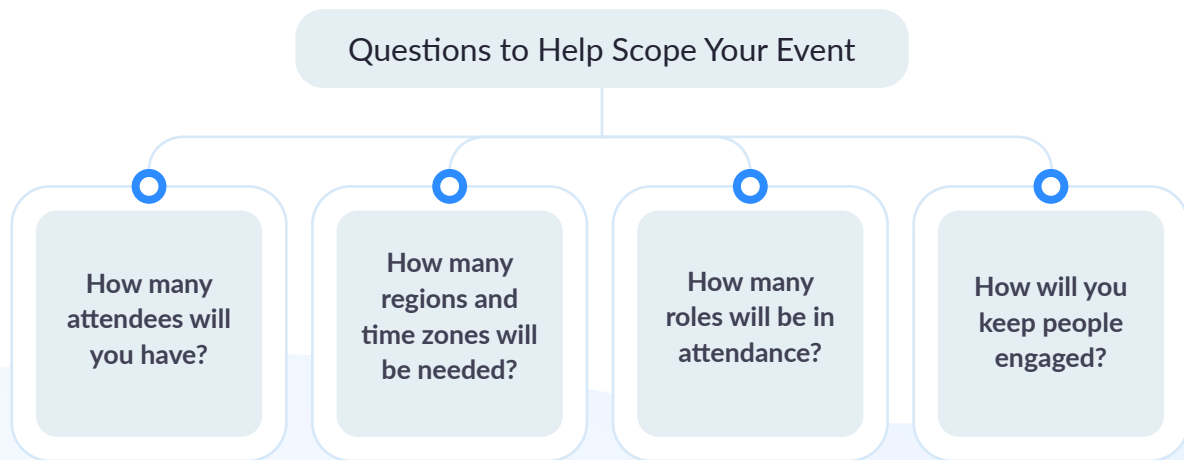
This guide will help plan a successful virtual SKO.

Here's what we'll cover:



Scope the Needs of Your Event

Know what you need for your event, your use cases, and what is important to your audience. When your sales kickoff content is inspiring and engaging, your priorities will land and remain with your audience. Through this framework, you will support your team and drive revenue performance.



At Growth Summit, we had to figure out how to keep over 2,000 employees in North America, APAC, and EMEA engaged while attending from the comfort of their own homes.

We hosted our event on an online event platform that allowed us to track attendee engagement through page clicks, length of time on a page, and by answering questions about sessions to earn points.

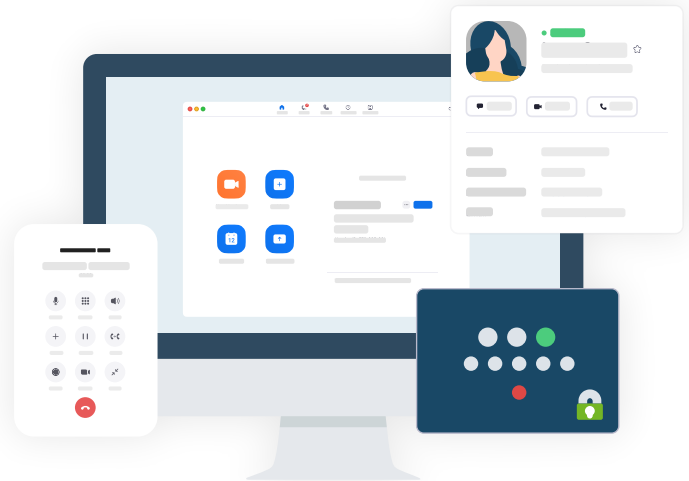
Our event leaderboard and gamification of the event drove competition and engagement throughout all three regions. While we couldn't guarantee 100% engagement, we could tell who was completely checked out of the event - and a friendly note to their manager helped ensure they got right back on track.



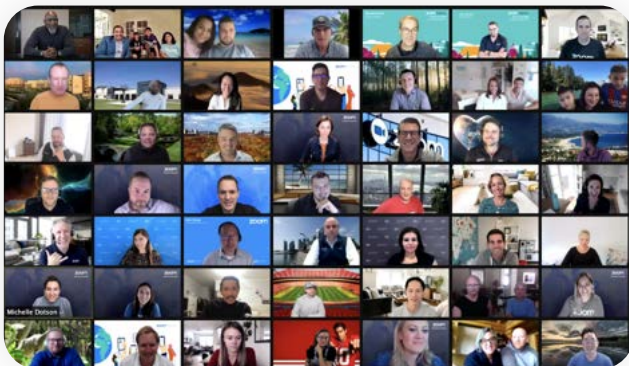
Use the Right Tools

Figuring out the right video conferencing platform is an important step in planning for your kickoff. Zoom has all of the capabilities of a virtual event communications platform baked right in. It ensures everyone is muted, has a single driver of the content, and makes sure that any external speakers can access the video conferencing system.

Also, having a technical producer or team managing the presentations, the entrance and exit of outside speakers, and recording the sessions will make all the experience seamless.



During Growth Summit, our event's key solutions were Zoom Meetings, Zoom Webinar, Concurrent Meetings, and our PSO/ Events Team:



Zoom Meetings

Breakout Rooms, Team Meetings, & Networking Opportunities

- Create a sense of connection
- Intimate experiences with Breakout Rooms
- Direct Engagement with Attendees
- Customizable chat and meeting options
- 50 "faces" on the host's screen
- 1,000 attendees

Zoom Webinar

Exec and Guest Keynotes, Product Sessions

- Controlled Attendee experience
- Create a cinematic experience
- Engage with attendees through Q&A
- Usage of 3rd Party apps for Simu-live sessions
- Integration with 3rd party event platforms
- Customizable branding options
- 10,000 attendees



Zoom Concurrent Meetings

Custom Breakout Tracks by Role, Region, and Tenure

Zoom Whiteboarding

Custom Breakout Tracks by Role, Region, and Tenure

Zoom Polls

Custom Breakout Tracks by Role, Region, and Tenure





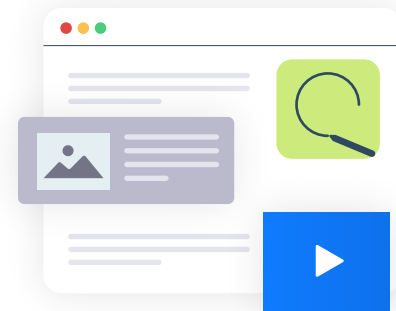
Build the Experience

A virtual event experience can be much more than your attendees viewing a live feed or pre-recorded video. Think about the attendee experiences you would have created before, during, or after an in-person event.

Keep in mind that more than just the website is part of the event experience, just like it would be in person. Pay attention to the details of the experience, like custom virtual backgrounds, swag shipments, and even meals, to bring the experience people expect from an event within the constraints of your virtual world. This is where your scoping comes to fruition!

For our global Revenue Org to attend in different time zones, we held three events over three days.

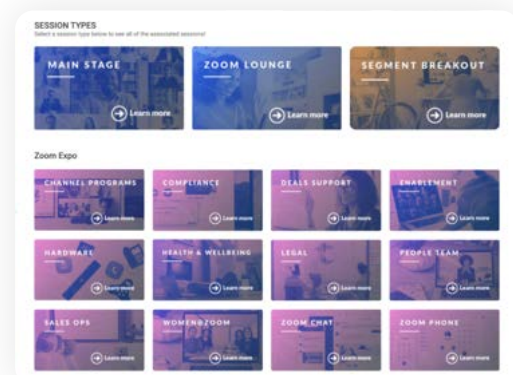
Allowing our attendees to have options was a great way for them to create and control their virtual SKO experience. Our session topics were designed for specific roles, allowing the content to be detailed and customized for those attendees. We also had on-demand Expo sessions that employees could access during and after the event.



zoom growth summit		APAC Agenda	
Thursday 2021		Friday 2021	
10AM Opening Keynote: All Zoom Employees You are automatically enrolled in this required session		10AM Guest Keynote: Rev Org Employees You are automatically enrolled in this required session	
11AM Main Stage Session You are automatically enrolled in this required session		11AM Main Stage Session You are automatically enrolled in this required session	
12PM Zoom Lounge Browse through a variety of topics and choose the sessions you want to attend. Click email to register and add to your agenda. Must be enrolled prior to the event.		12PM Zoom Lounge Browse through a variety of topics and choose the sessions you want to attend. Click email to register and add to your agenda. Must be enrolled prior to the event.	
1PM Main Stage Session You are automatically enrolled in this required session		1PM EMEA Team Breakout Make sure to enroll in this special EMEA Team Breakout	
2:30PM Zoom's Got Talent You are automatically enrolled in this required session		3:00PM Award Ceremony You are automatically enrolled in this required session	
		AVAILABLE ANYTIME Zoom Expo: Explore these Virtual Expos anytime after the event's initial kickoff	

Our APAC teams not only had live Japanese translation and English Transcription for their sessions, we even had several sessions delivered in Japanese with English translators to give our primarily English speaking employees a glimpse into what their peers experience.

Other experiential elements included custom Growth Summit 2020 Swag, Virtual Backgrounds, Meet & Greet sessions with speakers, and special events with celebrity hosts. Expo sessions included information on Women@Zoom, Health & Wellbeing, and our Enablement Team.



Promote Your Event

Once you've established a kickoff strategy with a theme, goals, and a platform, it's time to get your employees excited about your event!

Find creative ways to get people engaged for your SKO. Although you may typically promote on digital signage, replace it with creating emails and videos to hype your content. Here is a list of tactics that can generate both awareness and excitement:

- Persuasive headline
- A brief event overview
- Video trailer
- Speakers section
- Agenda
- Exhibitors & sponsors
- Resources
- FAQ
- Imagery that supports your message
- Registration page

Website promotion

Link to your landing page from your main website and call out the event with banners or hero images. Don't forget to optimize your landing page for SEO.

Live chat

Some landing pages use live chat to help sell large-ticket events.

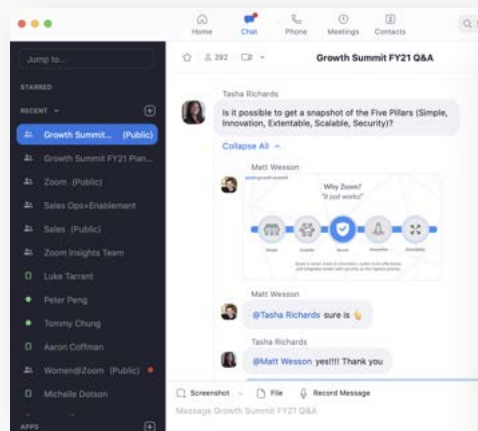
If you already have live chat on your website, consider adding event pop-ups to the chat window.

Email marketing

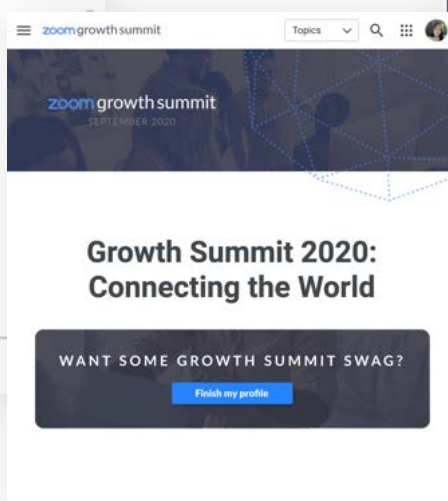
Send marketing emails and reminders. A/B test your subject lines and consider 2 to 3 mailers before the event to maintain awareness. Consider using video content in emails to get prospects and registrants excited about the event.

Stay committed and stay involved!

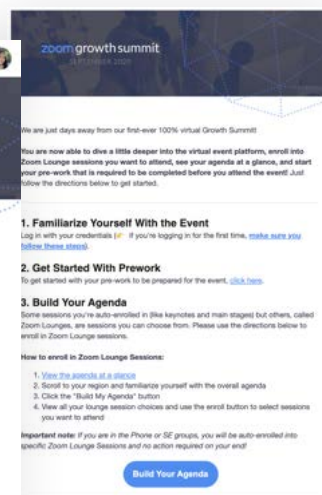
With Growth Summit 2020 being fully virtual this year, we incorporated a lot of the tactics listed above. These are some examples of the content we used at our latest Growth Summit:



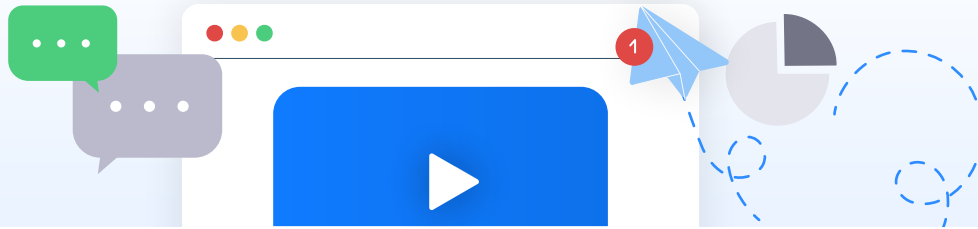
Live Updates in Zoom Chat
Growth Summit Q&A Channel



Growth Summit Interactive Website



Email Communications



Follow-up Post Event

With the event strategy executed and the priorities communicated, your virtual SKO is the jumping-off point for the Sales Team to achieve next year's company goals. Now is the time to gather feedback and analyze the insights gained from surveys, polls, attendance, and overall feedback from your audience! Here are a few action items following your virtual SKO:

Thank Everyone Involved

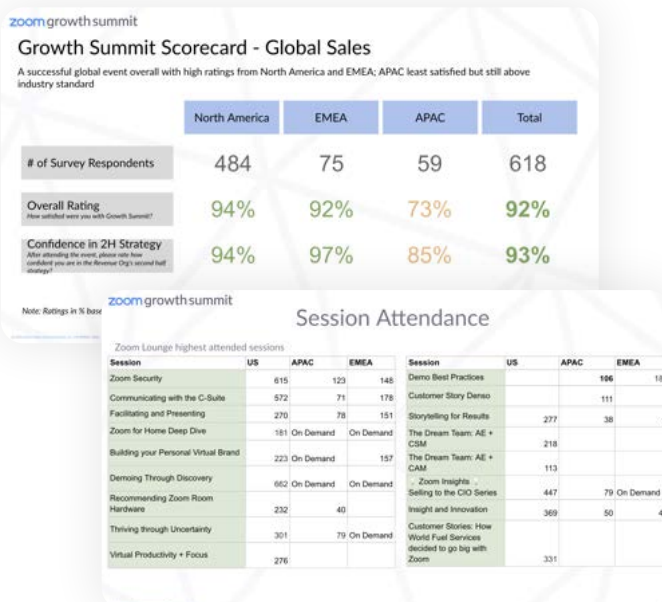
Thank all your attendees via channels that were used prior to and during the SKO(chat, email, etc). For your speakers and session owners, Thank You cards via email or snail mail are a great way to show your appreciation.

Have a Post-Event Review

Sit down with your core team for a debrief session where you discuss how your virtual SKO went. Was the event successful according the goals that were set?

Ask For Feedback

While the event is still fresh in everyone's mind, get their feedback about it. A great way to collect input is to send out an email link to a survey that people can fill out online.



Following Zoom's Growth Summit, we took a look at our live Q&A chat, attendance numbers, and surveys from attendees and our core team members.

What Worked?

- Virtual format and execution
- Zoom Lounge topics and variety
- Keynote, Product Mainstage & Special Event Production
- International agendas and tailored sessions/contenta
- Quizzes to gauge learning and engagement
- Guest Speakers in Keynotes + Segment Breakouts
- Diversity of speakers and presenters
- Length of event