



“Virtualize” your company or sales kick-off in 2021

Ideas to optimize your online kick-off event

Company kick-offs in the COVID-era: go virtual

Many companies hold an annual company or sales kick-off to motivate their employees, lay out the strategy for the new year, and celebrate last year's wins. But how can you hold such gathering at a time when your employees are unable or unwilling to travel?

Go virtual!

Many events, trade shows and conferences have gone virtual in 2020, and organizers have been pleasantly surprised at how well the events have been received. So why would a sales kick-off be any different?

Yes, you'll have to think outside the box a bit. And no, you probably won't be able to exactly replicate your annual in-person gathering. But with the right tools and the right partner, you can create a memorable, enthusiastic kick-off event that will energize, educate and motivate your team.



What is a virtual event?

In simple terms, a virtual event is an event delivered online to your attendees through a robust platform, professionally managed by an experienced event production team. NTT’s Virtual Events platform works beautifully for kick-off events that include keynote and breakout conference sessions, sponsor or partner booths, awards and recognition presentations, attendee networking and team-building activities.

Our platform allows for all sorts of customizations and options for your event, including:

- A completely virtual program, or a hybrid event where the virtual component complements a small in-person event.
- Single or multi-track conference sessions at single or multi-day events.
- Live events delivered in real time so your attendees can chat or ask questions of live speakers, or pre-recorded events to facilitate multiple time zones or your business needs.
- Speaker presentations at home from a webcam, or on a branded stage set in front of a full production crew.
- A variety of brandable and customizable looks including a full 3D environment that mimics a convention center.

No matter which virtual event options you choose, the key to a successful kick-off is having skilled event producers running the show. NTT’s event services team will apply the best ideas, practices and tips from thousands of our clients’ events to help you envision and hold the perfect kick-off for your organization.

Read this guide to learn how you can utilize modules of our virtual events platform to recreate traditional elements of a kick-off event.



[Virtual] Lobby and welcome desk

Every kick-off event needs a central location to help welcome and orient your employees and guests. It enables your attendees to get their bearings and learn how to get the most out the event.

Ideas on how to utilize our Lobby and Welcome Desk module for your virtual kick-off includes:

- **Help desk:** teach attendees how to use the virtual event platform with one-on-one chats, documents, or videos.
- **Document distribution:** put the agenda or other key documents into the hands of your attendees right when they enter the event.
- **FAQ:** create a running list of questions and answers that everyone at the event will benefit from seeing.
- **Speaker/Sponsor/Exhibitor desk:** give your special guests a central location to check in and pick up instructions or information.

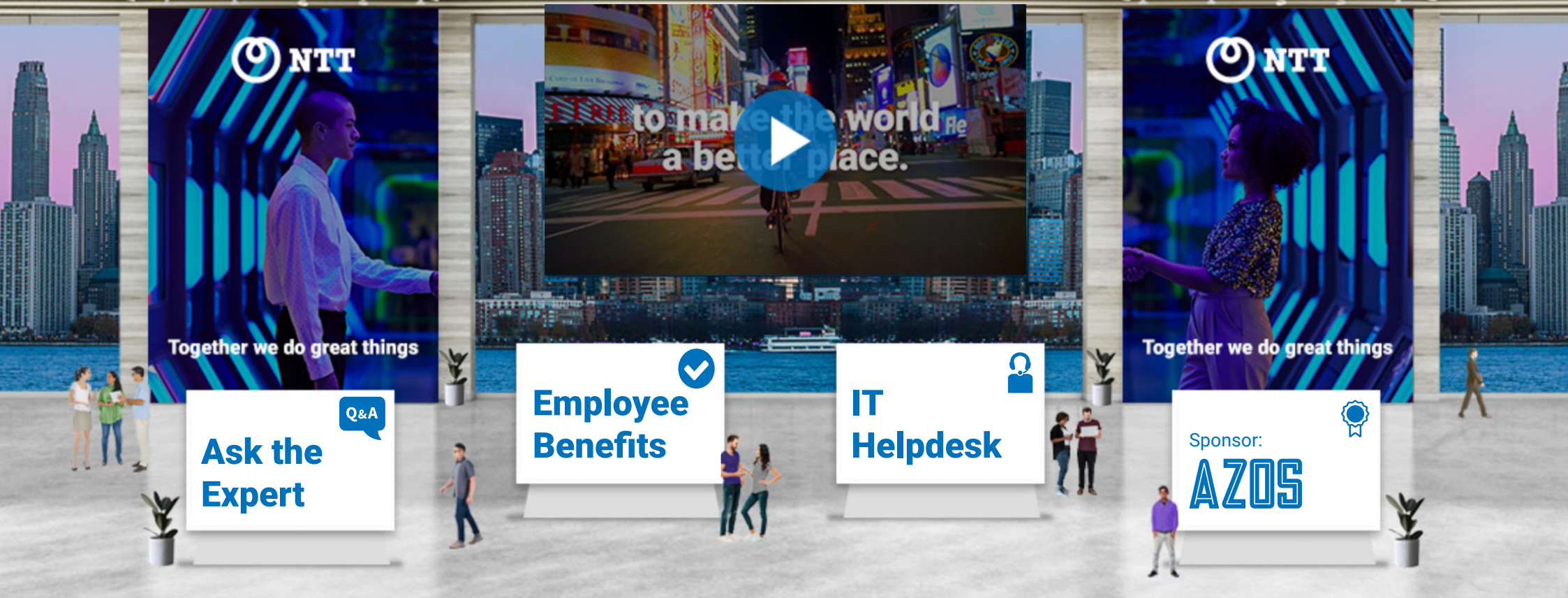


[Virtual] Conference Sessions

The heart of most kick-off events is the conference sessions that help get all employees aligned on company goals, strategies, and programs for the upcoming year. They also allow senior leadership to review previous results and offer an inspirational view of the future.

There are many creative ways to use the Conference module at your virtual kick-off:

- **Hype video:** share a high energy video to get sessions started with the right level of excitement and fun.
- **Session tracks:** create different session tracks based on the attendee's job type, management level or personal interest.
- **Audience Interactivity:** make the session more interesting with audience engagement tools like Q&A, group chats, surveys, or polls.
- **Presentation downloads:** give attendees immediate access to the materials that were referenced or presented during the session.
- **On-demand access:** let your attendees access the sessions throughout the year to refresh their knowledge or inspiration.
- **Sponsor/Exhibitor sessions:** allow your partners to speak directly to your attendees, which helps justify the cost of their investment in your event.



[Virtual] Exhibition Booths

A main objective of kick-off events is exposing attendees to new and important information. Virtual exhibitor booths offer a convenient way to do this in an interactive and fun way.

To optimize learning at your virtual kick-off, consider using the Exhibition module in the following ways:

- **“Ask the expert” booths:** let product marketers, managers or department leaders answer questions and distribute multimedia content to share their expertise with attendees.
- **Internal department booths:** set up an HR booth to answer questions about employee benefits or an IT Help Desk with staff at-the-ready to solve problems with technology.
- **Sponsor or partner booths:** give vendors and partners the opportunity to purchase a virtual booth—as well as access to booth visitor data—to raise funds with which to cover the cost of your event.
- **“Just for fun” booths:** have some booths focusing solely on fun and games (and potentially prizes) to draw interest to the exhibition floor.



Leaderboard		
Rank	Name	Score
1	Dave Borden	27483
2	Sherlynn Tan	26640
3	Francesca Quinn	25491
4	Nikkole Couture	25240
5	Maribeth Brown	20816
6	Caleb Chase	19114
7	Cal Schjerming	18411
8	annika kielgas	17473
9	Stephanie Sweeckard	16270
10	Laurent Flipo	16254
11	Kent Bennett	11479
12	Melodie Hindmarch	10293
13	Yukie Karumaj	7937
14	YongJae Kang	4846
15	Sarah A	3111



[Virtual] Teambuilding

The lasting memory of most kick-off events is the team building activities. Allowing employees to interact while having fun creates relationships that will improve team morale and performance.

There are many options to bolster team building at your virtual event:

- **Virtual escape rooms:** connect a third-party tool into our event console to allow teams to chase clues, escape from a dungeon or save Gotham.
- **Group games:** take advantage of simple and inexpensive games such as trivia to get teams to work together on a common goal.
- **Gamification:** let attendees earn virtual event badges for attending sessions, visiting exhibition booths or other desired activity.
- **Media boards:** create a hashtag wall where teams share photos or videos of virtual dance contests, scavenger hunts, or to showcase their team project
- **Costumes/Themes:** encourage creativity by asking teams to dress up as their mascot or a fun theme.

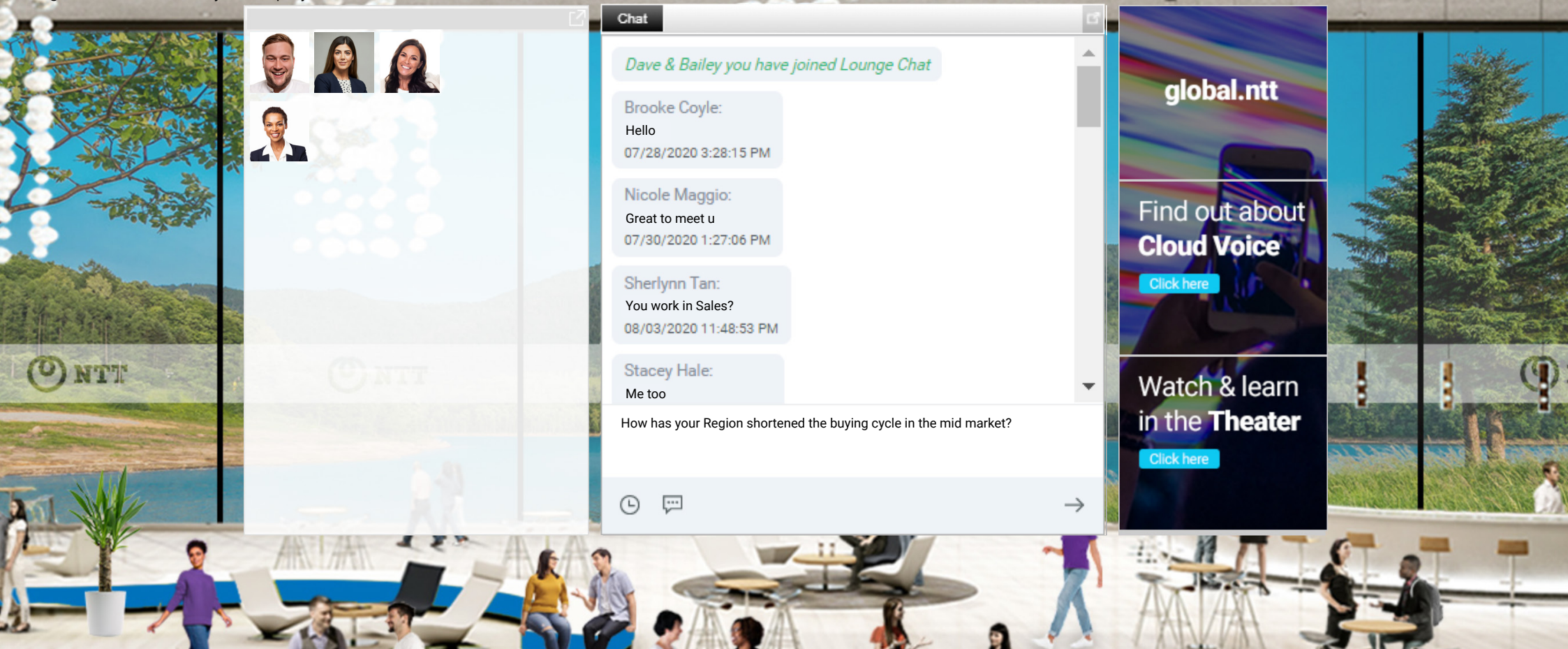


[Virtual] Awards presentation

Kick-off events celebrate team success as well individual achievement. Presenting awards in a formal ceremony or more casual setting allows you to build up and motivate your employees.

Ideas on how to present awards during your virtual kick-off include:

- **Live ceremony:** see the winner's reaction and acceptance comments live while the virtual audience members congratulates them via live chat.
- **Pre-recorded segments:** sprinkle previously-filmed award presentation clips throughout the conference agenda to extend the celebratory atmosphere.
- **Wall of winners:** create an online board with award winners and a list of their accomplishments that attendees can comment on.



[Virtual] Networking

Kick-off events enable employees to reconnect with old acquaintances and meet new people. This exchange of perspectives and ideas is critical to building a collaborative culture to ensure future success.

A virtual kick-off can gain the benefits of networking in a variety of ways:

- **One on one conversations:** attendees can connect with each other, share contact information and maintain chat conversations throughout the event, all within the event console.
- **Group roundtables:** create message boards for group discussions covering specific business topics or challenges.
- **Fun chats:** help employees connect with others by creating message boards about hobbies and shared interests.

Additional tips for virtual kick-offs

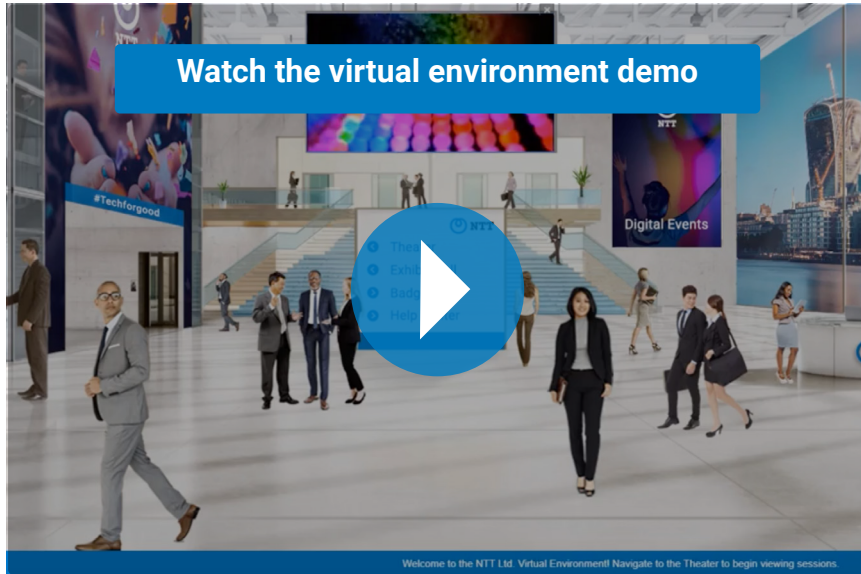
More advice to help you have a great virtual event:

- Consider holding a hybrid event, where a small number of speakers and attendees meet for an in-person experience while the majority attend online. It helps keep the branded and polished look of a live event.
- Spread your event out over more, shorter days. Three to four hours of content a day is best, as it allows your attendees to still complete some work and stay engaged.
- Don't take yourself so seriously or get upset by mistakes or errors. In-person events have glitches all the time. It will likely happen on a virtual event as well, but no one is expecting perfection.
- Don't forget the swag! Consider sending welcome kits with branded apparel or gifts to your attendees' homes. Consider asking everyone to open their package at the same time when your CEO makes a big company announcement.



Next Steps

Want to learn more? Check out these short videos to view a 3D Virtual Event demo or see how our NTT Ltd. Asia-Pacific team held their 2020 sales kick-off virtually:



Ready to get started?

We have experience managing thousands of virtual and in-person events and are ready to take on yours. [Contact us today](#) to learn how we can help you motivate and inspire your organization. We'll help you determine the desired outcomes from your company kick-off and recommend the perfect solution to achieve your goals.





NTT