



VIRTUAL EXPERIENCE CHECKLIST

CONSIDER THE FOLLOWING WHEN PLANNING YOUR VIRTUAL SPACE

- OBJECTIVE. What is your objective? Do you want to sell products, launch new designs, educate prospects, train existing clients?
- AUDIENCE. Who is your target audience?
- THE SPACE. "Where" do you want to host this experience? What visual experience is relevant to your product or service & what type of space would resonate with your audience? A showroom, retail store, trade show booth, a coffee shop?
- CONTENT. What content (videos, pdf's, presentations, data) will you feature?
- ENGAGEMENT. What additional engagement opportunities are important? Chat, live speakers, demo bookings, calls?
- ACTION. What action would you like visitors to take? Book a sales meeting, make a purchase, sign up for a course?