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SATURDAY, 6 FEBRUARY 2021 AT 13:00 UTC+01

Interactive Virtual Tour - Saint Petersburg, Peter & Paul Fortress

Online event

Postgraduate Diploma in Event Management Project 4 - Virtual Event Leave Behind

By Inna Iljina
Free Sitting Tours

January 2021, Amsterdam

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About Us

Free Sitting Tours

We are events professionals. We love travelling ourselves and miss it so much that we created this interactive, close-to-the reality Virtual Tour for anyone who wants to travel from home or/and want to see Saint Petersburg (Russia).

Our **ultimate mission** is to bring a warm feeling of travelling (in these strange times) to as many people possible.

Your Event Manager

Inna - event enthusiast with more than 3 years of experience in creating memorable events, from social and cultural events and trips to thematic weddings and interactive online events.

“As with every event I create, I put all my soul, efforts, creativity and knowledge to make sure you will get the best experience - unique, pleasant and memorable”



Event's Name and Date

An Interactive Virtual Tour around Saint Petersburg's Peter and Paul Fortress
on 6th February (Saturday) 13:00 CET

Mission Statement

To create a live virtual event that creates a feeling of shared experience and togetherness, an exciting experience of travelling from home and an illusion of walking around Saint Petersburg, while making this experience so interesting and engaging that it keeps full attention of the audience for the whole duration of the event.

Objectives

- To create a feeling of shared experience and togetherness for 90% of the audience.
- To provide an exciting travelling from home experience for every participant.
- To entertain the audience and to distract their attention from Corona related problems, by keeping 95% of the audience engaged with the event activities during the whole duration of the event.
- To create an illusion-feeling of walking and travelling in Saint Petersburg for those from the audience who want to see Saint Petersburg in the first place.
- To have a minimum of 35* attendees showed up to the event.

Number of Attendees

*We ideally aim for 98 participants (maximum number of what the Event Platform allows) as we want to give this fantastic experience to maximum people possible. However, realistically as this is the first event and we are not a well-known company, we will consider the event's success more based on the reaction of the participants. The number of participants will mainly show the success of marketing and communication strategy.

Well-known Youtubers usually gather around 200-300 viewers for free live streamings of their city walk. Therefore we would consider the event a success if it will have 35 - 40 participants. This is more than 10% of the live audience watching live tours (walkarounds) of the famous bloggers in London (we could not find any similar tour or blogger for Saint Petersburg).

Besides, if half of those 40 participants will donate at least 2-5 euros, the technical costs of the event (32 eur) will be covered as well.

On the other hand, if we will have more than 40 participants then it will be no guarantee that the guide can answer all the questions at the end of the tour. Therefore around 40 attendees would be the optimal number.

Audience

We are targeting people of various sex, ages, occupations and incomes, mostly located in Europe (because of the time of the event), who use the internet and Facebook and speak English, and who in particularly:

- are keen on travelling and/or watching videos and blogs about travelling OR/AND
- are interested in Saint Petersburg or Russia and its history/culture in general
- have been to Russia/Saint Petersburg or would like to go there one day OR/AND
- are learning Russian or would like to learn Russian
(as then they most probably would like to visit Russia and/or are interested in its culture and history as well)



The Idea behind the Event



Because of the global pandemic caused by Covid-19, it is not possible to normally travel. It is almost impossible to get to Russia and Saint Petersburg as a tourist.

Those who used to travel a lot are seeking ways to get a travelling experience from home (virtually).

During 2020 there used to be lots of virtual tours and excursions around the various museums and cities all over the world. A lot of those are free to access and are either in freestyle mode (where you can explore and walk around the place yourself) or you have to follow the blogger who is streaming through Youtube or Facebook.

However, the viewers of these virtual tours are mostly passive observers and the live tours are mostly limited to just seeing the live view on the place and hearing the story, some of them answer live questions.



From passive observer to active participant

We wanted to bring virtual tours to the next level and provide a feeling of a real travelling (best possible from home). To make the virtual tours more memorable, engaging and personalised for each participant. Therefore we added various interactive and engaging elements to the virtual tour, empowering the participants to take an active role in their virtual travelling experience.

Besides, a much needed **warm feeling of togetherness** will be automatically achieved as the attendees will be sharing the same tour and influencing the flow of the tour together.

The guide will contribute with her storytelling, as she will be speaking as if to her friends.



Research and Trials

The research of the internet showed that there is a similar virtual tour concept around the Vatican and Italy. They have extra images and video, small quizzes at the end of the tour, Q&A time. However, not in any of the existing virtual tours, the participants can influence the flow of the storytelling and the direction of the tour, while it is present in my tour's concept). **#YouDecideTour**

We did not find any similar tour around Saint Petersburg.

We have tested the interactive part of this concept on “Online Conversations about the Netherlands” - an interactive webinar about the history of the Netherlands, that we did with a small tour agency in Amsterdam last December. The attendees really enjoyed the engagement and interactive parts of the events. **#ProvenConcept**

Additionally, taking parts in polls (questions) increases the togetherness feeling among the attendees.

However, it's hard to get a feeling of travelling without seeing a place or a city with your own eyes (even if the laptop screen is in between). Therefore having a guide walking around the city in real-time is an absolute must. The final concept is therefore **Interactive and Live** Virtual Tour.

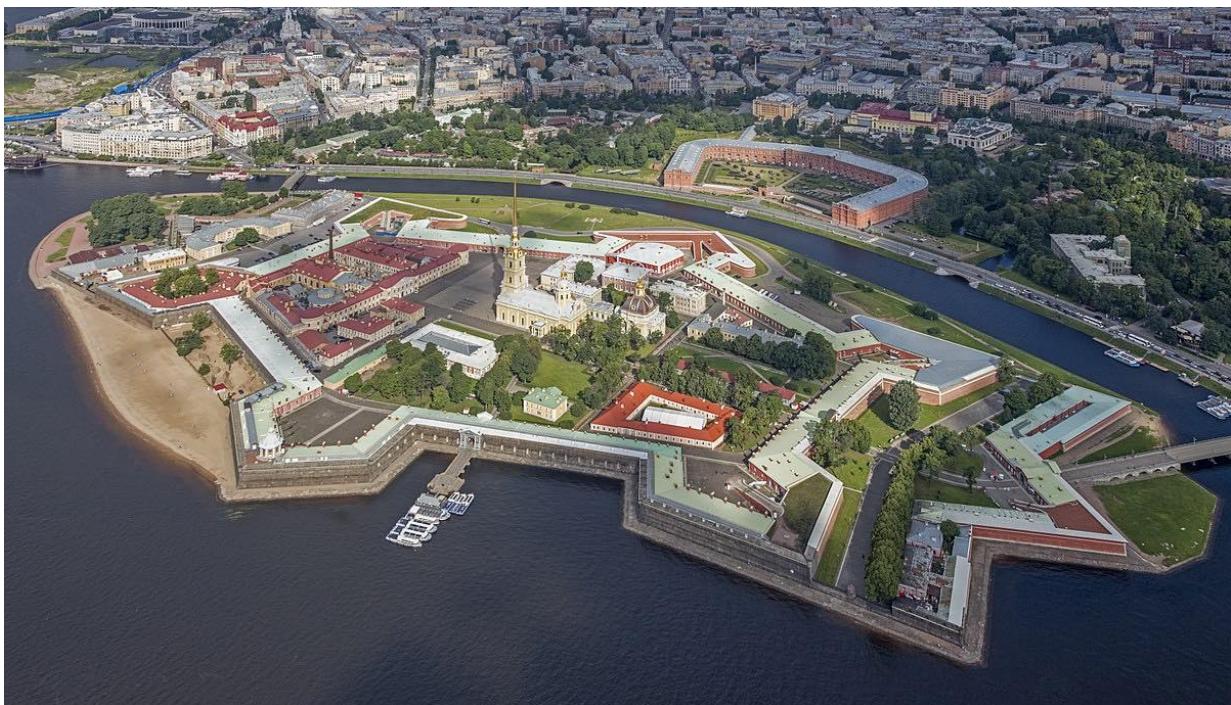
Why Saint Petersburg?



More than 5 million foreign tourists visited Saint Petersburg in 2019 (more than the previous years). The number of people who are interested in Russian history and culture is huge in Europe and around the globe.

Why Peter and Paul Fortress?

Peter and Paul Fortress is one of the top 10 tourist attractions in Saint Petersburg. While walking there lots of history and culture can be covered. It is one big historical complex with many small museums and interesting buildings that can be shown and covered in a limited time of 1 hour, without running (moving) long distances from one tourist attraction to another.

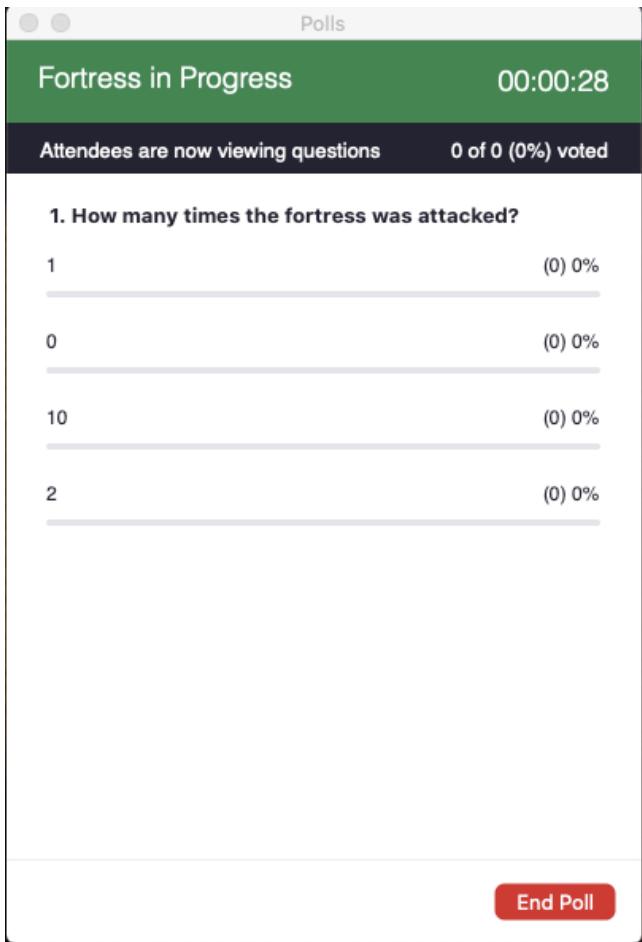


Event Details

Summary

A live virtual tour around a famous Peter and Paul Fortress in Saint Petersburg led by a professional experienced tour guide. The event will have interactive and engaging activities for the audience, storytelling about the history and traditions supported by the visuals to help imagine what the guide is telling about.

Engagement Elements



The audience will decide on the subject of the story to be covered next and where to go/turn next.

The audience will be asked to give their opinion on a peculiar history fact or a way of living that was very different from ours, and the replies (in percentage) will be shown on screen.

Questions to the audience to check their erudition and increase their excitement and interest in the event.

A question-teaser will be asked at the beginning of the tour, while a reply to it will be given towards the end of the tour (to keep the attention).

An example of a question poll is on the left.

An event will become engaging by constantly giving the audience things to do. By providing interactive elements the audience starts feeling incredibly involved in the virtual event.

According to 49% of marketers, audience engagement contributes the most into the success of virtual events.

(Markletic, 2020)

Date and Time

6th February 2021 (Saturday), 13:00 CET

Why?

Because of short days in winter in Saint Petersburg (it gets dark around 5 pm) and a convenient time for European countries (from the UK to Russia) where the majority of the attendees are located.

It will be 12:00 in London, 13:00 in Amsterdam, 15:00 in Saint Petersburg.

Duration

60 mins

Why?

45-50 mins duration of a webinar is considered as an optimal length to keep the audience attention. The tour itself will take exactly around 50 mins.

We might go for 10 mins over one hour (depending on the questions from the attendees). Not finishing strict will also show that we give more and care more for the attendees.

Production and Technology

Event Platform

Zoom Meetings Pro



Why?

After conducting extensive research of the available platforms against the features and functions needed for the event, we concluded that Zoom Meetings Pro is the best option. It has all the features needed for the concept and elements of my event.

Pluses

A familiar platform for the audience, with easy to use polls, chat, manage participants, with spotlight/pin option.

Have a cloud recording option (we will share the recording of the event with everyone who wanted to join live, but could not, and with the attendees).

Minus

Is paid (16 eur/month)

The comparison table of the online events platforms can be found in the appendix.

Extra Technology

- A camera stabilizer for not shaking video image: we decided to rent it as good enough quality models are available for a small price.
- Microphone for the guide: the guide already has it.

Content

The Tour will be delivered by a professional and experienced tour guide because the content is a king in a virtual event. A professional tour should be done by a professional guide.

Besides, it is better that one person do the back-end (all technical and interactive part of the event) and another person - the host/the guide lead the event as she has to speak on camera non-stop. It is needed to have a minimum of two people for this event for the fluency and seamless flow of the event.



The tour guide - Yana

- Experienced, friendly tour guide in love with her city
- Wants to show the best of Saint Petersburg and revive curiosity in her tourists
- 11 years of tour guiding experience and 10 000+ tourists from all over the world!
- Her storytelling will emotionally impress you

Registration and Attendee Management

People who want to join the event will need to get their Free ticket (register) via **Eventbrite**. Then they will receive an email with a Join the Event page/button, that gets active 10 mins before the start of the event.

Join the Event page/button:



Saturday, February 6, 2021 1:00 PM (CET)

Interactive Virtual Tour around Saint Petersburg's Peter and Paul Fortress

[View event details](#)

Zoom Meeting

Interactive Virtual Tour around Saint Petersburg's Peter and Paul Fortress

Saturday, February 6, 2021 1:00 PM (CET)

None

Starts in 8 days

You will be able to join the Zoom meeting when you see the "Join Now" button above.



Organized by
Free Sitting Tours

f

[Follow](#) [Contact](#)

The link to Eventbrite **registration/get ticket page** is added to the event description on Facebook Page of the event - the main channel of the event promotion.

More info will follow in the Marketing and Communication section.

Link:<https://www.eventbrite.nl/e/interactive-virtual-tour-around-saint-petersburgs-peter-and-paul-fortress-tickets-135541992749>

Eventbrite registration/get ticket page (screenshot) is below.



FEB 06

Interactive Virtual Tour around Saint Petersburg's Peter and Paul Fortress

by Free Sitting Tours [Follow](#)

Free

[Register](#)

[↑](#) [♥](#)

Guided and Interactive LIVE Virtual Tour around Saint Petersburg's birthplace - Peter and Paul Fortress.

About this Event

Do you miss travelling? Or always wanted to visit Saint Petersburg? Join a unique opportunity to see Saint Petersburg like you are there yourself!

Experienced and charismatic guide Yana (a local expert) will show you around Peter and Paul Fortress - a birthplace of Saint Petersburg, Russia.

Date And Time
 Sat, February 6, 2021
 1:00 PM – 2:00 PM CET
[Add to Calendar](#)

Location
 Online Event
 Already have a ticket?
[Access the event](#)

Why?

Eventbrite will allow me to:

- Increase the security of the event (People will not be able to share a link to the Zoom meeting to anyone else. This will guarantee that everyone who registered can join (as zoom meeting is limited to 100 people))
- Easily manage the participants (It allows to very conveniently send reminder emails to all attendees in one click and update the attendees if there are any changes with the event)
- See how well the ticket sale is going, and if we need to promote the event more.
- Send a reminder email to all the attendees with *Join the Event* button 15 minutes before the event
- Send a link to the recording of the event and survey to all the attendees after the event

Waiting list: in case the event will be fully booked, we will ask 1 day in advance if the ones who already got 'the ticket' are coming cannot make it anymore to let me know (in comments or pm). Then we will release the corresponding amount of extra tickets via Eventbrite and inform the rest of the audience about it.

Ticket Price

We decided to keep the event **free**, but to welcome the **donations** to cover the technical costs and see if it is viable to continue doing such events in future. We inform about it in the event description and at the end of the tour.

It will be possible to make a donation via:

- Paypal Donate button
(Paypal is used internationally and is especially popular in the UK and the Netherlands),
- Yandex money (for the attendees from Russia)
- Dutch IBAN (for the attendees from the Netherlands)



We took this concept from offline Free Tours where the participation usually is free, but everyone gives as much as they think the tour was worth it at the end of the tour.

Donation at the end is the best option for our event because:

- we don't limit the attendees with the amount they can donate
- we don't prevent people from coming to the event.

Eventbrite's getting the ticket page below:

Interactive Virtual Tour around Saint Petersburg's Peter and Paul Fortress
Sat, Feb 6, 2021 1:00 PM - 2:00 PM CET

General Admission

Free

Sales end on Feb 6, 2021

Powered by [eventbrite](#)

1

English (US)



Order summary

1 x General Admission	\$0.00
Total	\$0.00

Marketing and Communications

Summary of the Marketing Strategy

To create an event page on Facebook, to post about the event in Facebook groups where the audience is present, then use a content marketing strategy.

Why Facebook?

Free media, the largest social media platform in the world, allows us to create an event and share it in the groups and communities where the potential audience/attendees of my event are present and active.

“Social media can be the most effective channel to promote your #VirtualEvent, build excitement & improve attendance”

Event Launch

When?

On Saturday 16 January at 1 pm CET, as it was proven to be one of the best times to post on Facebook and 3,5 weeks is an optimal promotion period for online events.

Where and What?

Event's page on Facebook with the event description, all the information about the event and how to join. Link: <https://www.facebook.com/events/226597339096419>

In the event's description we:

- Used the keywords *virtual tour* and *live guided virtual tour* to boost search potential
- Included how the tour differs from other tours
- Clearly explained what the audience will see and how to join (to make sure that the overall experience of attendees is easy-going, warm, pleasant)
- Included a call for action (to reserve ticket) and why it is worth to see the tour live
- Used the language that evokes excitement and interest
- Encourage the audience to get their tickets now with “the seats are limited”

Full description of the event can be found here:

<https://www.facebook.com/events/226597339096419>

Screenshot of the preview of the Facebook event page is below:



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SATURDAY, 6 FEBRUARY 2021 AT 13:00 UTC+01

Interactive Virtual Tour - Saint Petersburg Peter & Paul Fortress

Online event

[About](#) [Discussion](#)

Details

- 82 people responded
- Event by Free Sitting Tours
- Online event
- Saturday, 6 February 2021 at 13:00 UTC+01
- Price: free
- Public · Anyone on or off Facebook

Do you miss travelling? Or always wanted to visit Saint Petersburg?

Join a unique opportunity to see Saint Petersburg like you are there yourself! Experienced and charismatic guid... [See more](#)

[Causes](#) [Online](#)

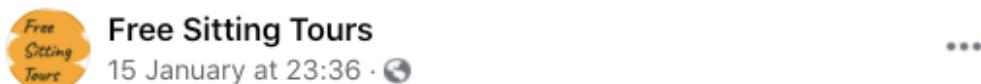
Host



Free Sitting Tours
Event planner

Event's organiser's page (<https://www.facebook.com/FreeSittingTours>)

As people see the Event's organiser's name we have also created a FB page for Free Sitting Tours (as it is more professional). The page has information about us and why we are doing this event. Transparency and openness are valued in the social media environment.



As I love travelling myself and has been missing it since the lockdowns, I wanted to create a travelling experience that is possible from home and is accessible to anyone.

At the same time, I wanted to make the travel-from-home experience as close to a real (offline) travel experience as possible. Therefore our tour will be very interactive, with lots of possibilities to engage and even influence the direction and flow of the to... [See more](#)



Free
Sitting
Tours

Event organiser's name corresponds to the theme of the online event: a popular before the Corona-times Free walking Tours transformed into Free Sitting tours (as you are having a free tour while sitting at home).

The orange colour used in the logo evokes **interest** and **anticipation**.

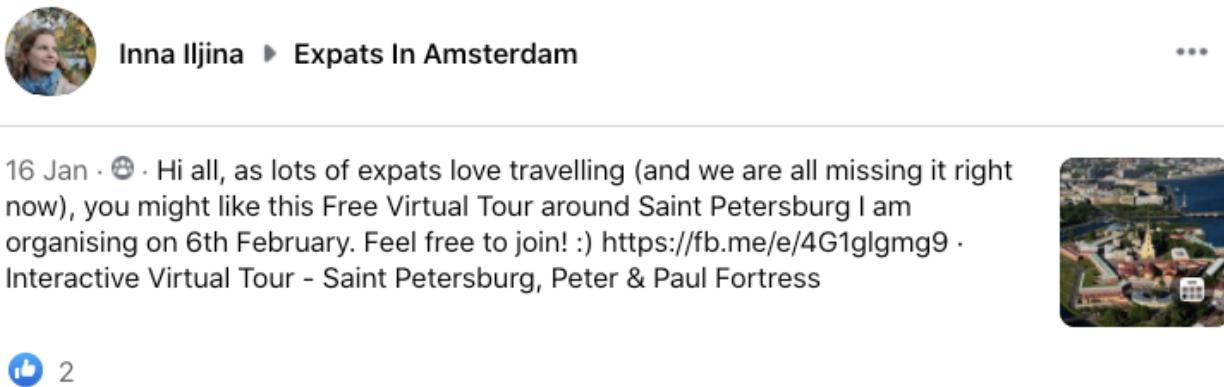
Posting in Facebook Groups

Based on the target audience we are sharing the information about the event and a link to the Event Page in the following Facebook groups:

- Group about Saint Petersburg: because the people who are following this group already have interest in St. Petersburg and speak English -
<https://www.facebook.com/stpetersburgguide>
- Expats groups in the Netherlands: because expats usually love travelling and speak English. Besides, there is a big amount of people who are interested in Russian culture in the Netherlands -
<https://www.facebook.com/groups/1704370749858391/>
<https://www.facebook.com/groups/3502262639861906/>
- Dutch-Russian language groups: because people who are learning Russian are usually interested in Russia and its famous cities as well, and they speak English- <https://www.facebook.com/groups/russisch.tandem>
- Learning Russian language groups (in English) - same reason as above:
<https://www.facebook.com/groups/russianlanguagefriends>
- Group about Russian history in English: because our tour will cover the history of Russia - <https://www.facebook.com/groups/historyrussia/>

When marketing/sharing the event in the Facebook groups, we are **emphasising how the event can specifically benefit members of that group**. We use different reasons to come to the event for a different audience: one to people interested in Russia and Saint Petersburg, and another - for expats who simply miss travelling, etc.

An example below:



Inna Iljina • Expats In Amsterdam

16 Jan · Hi all, as lots of expats love travelling (and we are all missing it right now), you might like this Free Virtual Tour around Saint Petersburg I am organising on 6th February. Feel free to join! :) <https://fb.me/e/4G1glgm9> . Interactive Virtual Tour - Saint Petersburg, Peter & Paul Fortress

2 likes



In Facebook groups, people usually pay more attention to the posts as they are already interested in the theme of the group.

Content Marketing and Pre-Event Communication

During the three weeks prior to the event, we will regularly **share some valuable information** on Facebook event's page (to make people who already clicked Interested or Going get the ticket) and from time to time in Facebook groups (to attract more attendees) **to motivate the audience to attend the event and learn more.**

Every post we will link back to the Event's page and use the right keywords and hashtags. This (content marketing) strategy is proven to be the most cost-effective mechanism for getting traffic to the event page.

Details: between 1 pm and 4 pm on Wednesdays, Thursdays and Fridays, 12 pm–1 pm on Saturdays and 1–4 pm (to get the maximum post engagement) we are and will be posting some **teasers** - to give the audience a taste of what will be at the event and to **keep the interest** in the event.

Some teasers:

- highlights about the sightseeing covered in the tour
- intriguing stories from the guide
- examples of Russian traditions and culture codes related to the tour

We will include the following in every post:

- attractive photos
- use the same style and tone of languages
- Hashtags as they double the engagement per post.

We will use short, identifiable hashtags that cover brand and event name, primary USP, topic/theme and the target audience to make sure the post will more likely target all the various target audiences.

#SaintPetersburg #russia #FreeSittingTour #VirtualTour #InteractiveVirtualTour
#YouDecideTour #TravelFromHome

In some of the posts we will also include **the USP's of the event:**

You will be able to influence what will happen next at the event.

You will be able to see Saint Petersburg while it's not possible to physically get there.

The participants will get an illusion of travelling.

An example of the content marketing post is below:



Free Sitting Tours

21 January at 13:13 ·

...

"Are Russians really crazy or ...?

Saint Petersburg is known for 60 sunny days a year. Not that much, right? Therefore, when it comes to sunbathing, St. Petersburgers go crazy.

Officially, there is only one beach in the city centre - in the Peter and Paul Fortress. The territory bounded by the walls of the fortress on one side and the Neva River on the other side is rather small.

St. Petersburgers try to use every single sunny day to sunbathe. Let's imagine a typical March here. It is still quite cold, and the ground is covered with snow. Would you go sunbathing? No? Why?

We go! The walls of the fortress are heated by the sun and become warm. People lean on the walls and sunbathe. Believe me, then it's not that cold.

During our tour, I will share some typical Saint Petersburg jokes about our weather. So don't miss it!

And tell me, would you ever like to try our sunbathing style?"

[Яна Кальней](#) - our tour guide and local St. Petersburger

Get your free ticket: <https://www.eventbrite.nl/.../interactive-virtual-tour...>

#SaintPetersburg #VirtualTour #crazyrussians



Additional pre-event communications:

- Encouraging sharing the event with friends on Facebook
After they register in Eventbrite it's one click to share the event.
- Asking what questions the audience would like to ask the guide during the tour
- The guide shares the event on Facebook (leveraging the partner)
- Recording and sharing a short video with the guide from the location where she is inviting the audience to join the Tour

Last-Minute Communication

It was proven that some people subscribe to the event at the last moment. Therefore we will announce-remind that they can still join the event two and one day before the event.

#LastCall

Show-Up Strategy

To make sure the registered people join the event we will:

- Share the reason to watch the event live: "Only if watching live they will be able to influence the flow of the tour and ask their live questions"
- Remind the registrants why they signed up in the first place and why joining can be valuable for them (because these sort of reminders increase the likelihood of the registrants showing up to the event).
 - The emails will be sent via Eventbrite two days before the event, 1 h and 15 mins before the event

#YouWantedIt

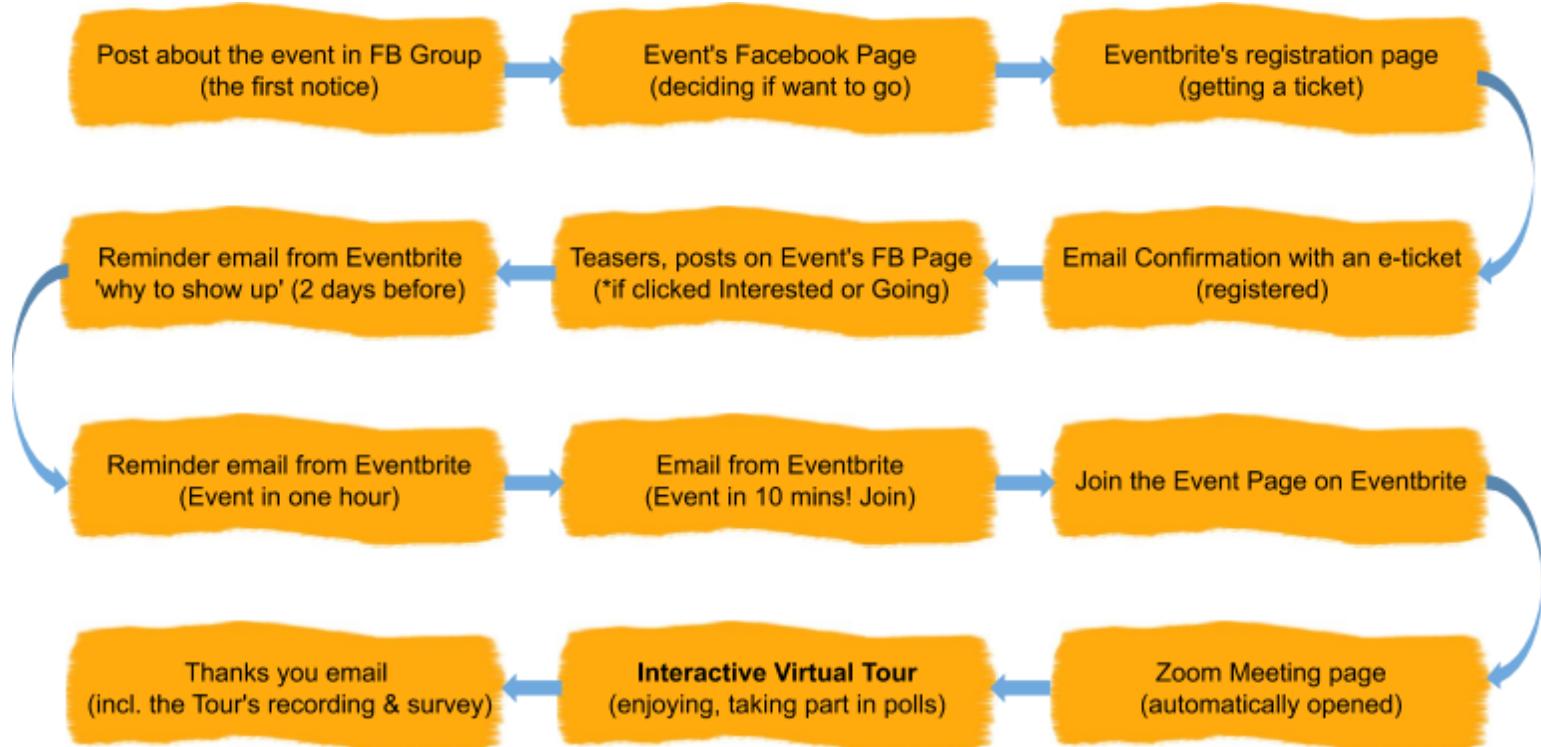
Post-Event Communication

- Thank you for participating message and a link to the event's recording
- Asking to fill the Google Form (small questionnaire-survey) and give feedback to help us improve next time and evaluate the attendee satisfaction
- Donate to support us and mainly to understand if the concept of this event is viable

#ThankYou

Attendee Journey

Most of the attendees will follow this journey:



The event outside Facebook

As the event is also created on Eventbrite, it is also in Eventbrite's big events pool. We might get some attendees from there.

In the event description on Eventbrite, we also encourage potential attendees to follow the Event page for interesting related content we are posting.

Budget

Expenditure

- Zoom Pro 1 month subscription: 16 eur
- Rent of the phone stabiliser for two times (test & event day): $8 * 2 = 16$ eur

Total costs: 32 eur**

Revenue

We estimated that if 40 participants will come, the total costs will be covered. The actual revenue will be provided after the event.

***Provided for free: tour guide, microphone*

Event's Evaluation

Objectives

The following objectives will be measured at the end of the event by **asking the participants to send + in the chat** when answering to the corresponding questions (because only a few people tend to fill in post-event surveys):

- To create a feeling of shared experience and togetherness for 90% of the audience
- To provide an exciting travelling from home experience for every participant.
- To create an illusion-feeling of walking and travelling in Saint Petersburg for those from the audience (100% of them) who want to see Saint Petersburg in the first place

We will still do a **post-event survey** for more **in-depth feedback** on the **attendee experience and technical side** of the event (we predict that we will get some replies).

We will see if the event entertained the participants and kept their attention away from Corona related problems, by **measuring the audience's engagement** with the event activities during the event.

The event idea and its relevance to the audience will be evaluated by **the number of attendees** that will show up and their reactions (described above) during and after the event.

Communication Strategy

- By the tickets bought each day, and especially after the day when we posted on Facebook event's page or in the groups
- By the number of attendees who showed up.
- By asking in post-survey if the posts influenced the decision to register

Financial Viability

We will evaluate if the event's concept is viable by looking at **the amount that attendees donated** after the event.

Risk Assessment

The risk	Who/what might be harmed and how	Measures	Remaining level of risk
Disconnection from the internet for Inna (backend manager)	The flow of the event	To put an internet cable directly into the laptop, agreed with the guide how to act if Inna will be disconnected for some time	low-moderate
Malfunctioned stabiliser for the phone	The quality of the video (will be shaking)	We will test in advance the stabilizer that we will be rent for the event	low
Internet loss on the guide's phone	The flow of the event	We will check twice before the event the connection, we have a backup plan of what to say while the guide is connecting again to Zoom or the internet	low-moderate
The battery of the guide's phone dies - the phone will be connected to the power bank	Losing the main video of the Tour	The phone will be connected to the charged power bank and will be checked beforehand	low
Audience can behave bad or not switching off their mics	The flow, sound and atmosphere of the event	Mute everyone on the entry and does not allow to unmute themselves, recommend the audience to switch to the presenter's view (so they see only us, if they want), the chat will be monitored by Inna	low
Unpredictable Protests in Saint Petersburg	The event, as there will be no access to the location of a tour and bad internet connection	We are closely monitoring the situation by following the news, and if needed we will send the emails to the attendees and move the event for one day.	moderate

Timeline

Task	Who	Deadline	Status
Develop the main concept of the event, decide on the engagement elements	Inna	6 November	done
Select the online platform for the event	Inna	15 November	done
Learn how to work with the platform for the event	Inna	30 November	done
Find a guide	Inna	15 December	done
Share what's needed to include in the text with the guide	Inna	23 December	done
Share the objectives with the guide	Inna	23 December	done
Share this timeline with the guide and agree/adjust the timeline if needed	Inna	23 December	done
Approximate Marketing and communication plan ready	Inna	30 December	done
Agree on the name of the event and the location, discuss the engagement options	Inna and Yana (the guide)	6 January	done
Decide on the registration and attendee/tickets management for the event (max 100 ppl)	Inna	7 January	done
Find the best way of collecting donations for the event	Inna	7 January	done
Create detailed social media communication plan with dates, create event description and organiser's page description and posts, create texts to post in every FB group, create images-banners	Inna	14 January	done
Share the communication plan with the guide and give her some copywriting tasks, agree on dates	Inna	14 January	done
Upgrade my Zoom to Zoom Pro (pay)	Inna	14 January	done
Yana gives image and few lines of herself	Inna	15 January	done
Create the event on Eventbrite, Zoom and Facebook event, create	Inna	15 January	done
Launch the event on Facebook and Eventbrite, post in the FB groups	Inna	16 January	done
Reserve stabiliser for phone	Inna	25 January	done
The guide (Yana) gives excursion to Inna at Peter and Paul Fortress	Inna and Yana	27 January	done
Check if anything is missing in the tour > report to the guide	Inna	28 January	done
Create questions and interactions and upload to Zoom	Inna	29 January	done
Create a test event on Eventbrite and Zoom for 30th January, upload questions, gather all the visuals	Inna	29 January	done
Test the event with all interactions and visuals and "attendee", check the timing and technical aspects	Inna and Yana	30 January, 12:00	
Book stabiliser for 6th February	Inna	30 January	
Adjust and improve, solve any potential issues (anything that needs it)	Inna	2 February	
Adjust and finalise Function Sheet	Inna	2 February	
Prepare one day before the event email & emails of the day (1 hour and 15 mins before the event emails), prepare and create Donate links and button (ask Yana)	Inna	4 February	
Prepare post event communication email and survey	Inna	4 February	
Add all polls questions, check that all visuals are in order	Inna	5 February	
Event's day!	Inna and Yana	6 February	
Send survey and thank you email to the attendees	Inna	6 February	
Debrief with the guide (Yana),	Inna	6 February	
Analyse the event's recording and chat, analyse survey's results	Inna	10 February	
Produce a wrap-up report with conclusions and recommendations	Inna	11 February	tbc

Function Sheet

Time in Amsterdam	Time in Saint Petersburg	Duration	Action	Location	Responsible	Notes
11:00	13:00	15 mins	Post on Facebook (two hours to go), and info about Donations on the Event's page	home office	Inna	
11:30	13:30	20-30 mins	Collect phone stabiliser	FotoVideoKub, Griboeodova 25A, St. Petersburg	Yana	check that stabiliser works and the power bank is full
12:00	14:00	3 mins	Check if the reminder email was sent	Eventbrite	Inna	there can be a delay for 5-10 mins
11:50 - 12:30	13:50 - 14:30	30-40 mins	Yana (the guide) travels to the Tour location	Saint Petersburg	Yana	
12:00:00	14:00	10 mins	Place the phone to record the screen and me, set a good background			
12:30-12:50	14:30-14:50	20 mins	Yana gets ready and we check the network/connection, name of Yana in Zoom	Peter and Paul Fortress, Saint Petersburg	Yana and Inna	
12:45	14:45	5 mins	Check that the last reminder is sent	Eventbrite	Inna	
12:55	14:55	1 min	Start the phone recording from home	home office	Inna	also ask the husband to take photos of me while managing the event, switch all the phones and notifications
12:58	14:58	5 mins	Start the event in Eventbrite, Greet people, tell that we will start in 2 mins, spotlight Yana, untick-participants - allow participants to unmute, press RECORD to cloud, switch off my mic	Zoom	Inna	
13:00	15:00	50 mins	Yana starts and gives the tour, Inna manages the interaction and visuals	Zoom	Yana and Inna	
13:50	15:50	1-2 mins	Yana checks if we have questions	Zoom	Yana	Inna helps
13:52	15:52	10 mins	Yana replies to the questions	Zoom	Yana	
14:02	16:02	5 mins	Yana tells thank you, asks to send + in chat for few questions (to measure the objectives), tell about the Free tour concept and the donations, and Good buy	Zoom	Yana	
14:10	16:10	10 secs	Stop the recording	Zoom	Inna	
14:30-14:45	16:10-16:45	5 mins	Edit post-event email with Survey and a button to donate: add a link to the recording	Eventbrite	Inna	saving the recording can take some time
15:00	17:00	5 mins	Send post communication email to the attendees	Attendees	Inna	
15:10	17:10	10 mins	Debrief with Yana	home office	Inna	

Appendix

Online Platforms Comparison

	Zoom meetings Basic	Zoom Meetings Pro	Zoom Meetings Business	Webex Free	Webex Starter	Zoom Webinars	
Price	Free	13,99 eur/month	18,99 eur/month, BUT we cannot buy one license, only starting from 10 licenses (so it will be 189,90 eur minimum)	free	14,25 eur/month	130 eur/month	extra 37 eur/month if we have Pro Zoom license
Time allowed per session	40 mins max	30 hours	30 hours	50 mins	24 hours	-	-
Participants max number	up to 100	up to 100 (can increase up to 500 with extra 46,50 per month (can be cancelled after one month))	up to 300	100	100 (to add more (up to 200 will cost 148 eur))	up to 500	100
Branding	no	no	yes	no	no	yes (branded registration pages)	yes
Technical support	Ticket Only	Ticket & Live Chat	Ticket & Live Chat	Online support only	Chat and call-in	Ticket & Live Chat	
Recording	Local	Local & 1 GB Cloud (per license)= about 3-4 hours of video. Additional GB can be bought for 1,40 eur	Local & 1 GB Cloud (per license)	Local (on computer)	cloud 5 GB	on cloud - 100 GB	
Screen sharing	yes	yes	yes	yes	yes	yes	yes
Private & Group Chat	yes	yes	yes	yes	yes	yes	yes
Host Controls	yes	yes	yes	yes	yes	yes	yes
Co-Annotation on Screen Share	yes	yes	yes	yes	yes	yes	yes
Remote Keyboard & Mouse Control	yes	yes	yes	yes	yes	yes	yes
Whiteboarding	yes	yes	yes	yes	yes	yes	yes
Multi-Share	yes	yes	yes	-	-	yes	yes
Waiting Room	yes	yes	yes	no	no	yes	yes
Built into Zoom for Home devices	yes	yes	yes	n/a	n/a	?	?
Pin people	yes	yes	yes	can pin one, but still cannot hide the other participants)	?	not needed	not needed
Spotlight people	yes	yes	yes	can spotlight one, but still cannot hide the other participants)	?	not needed?	not needed?
Filters	yes	yes	yes	?	?	?	?
Polling /questions	no	YES	yes	yes (but hard to use)	yes	yes	yes
Integration with CRM and marketing automation applications with registration and attendee information	no	no	no	no	no	yes	yes
Integration with Paypal, Cvent and Eventbrite	no	no	no	no	no	yes	yes
Can change a view to Webinar view!	no	no	no	no	?	-	-
Pre-set password can/cannot be modified	cannot	can	can	cannot	?	can	can

Contact Details

Many thanks for your attention!



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Inna Iljina
Free Sitting Tours

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