

# Plan your event before booking

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Use this article to review event options and make sure you have everything you need before creating the event.

## Scheduling basics

Before you create your event, have this basic information ready:

- Your login. This automatically links your event to your name and company.
- Schedule. This is the date and time of your event and how long the event will last.
- Attendees. The number of attendees that will be joining the event.
- Presenters. The people who will present during the event. If you request event management services, you also need to specify which presenter goes first so the event producer.
- Event type. Will you broadcast Live or pre-record the event and make it available On-Demand or broadcast it at a scheduled date and time (Simulated Live)?
- Will presenters broadcast over the phone or on-camera? You can broadcast an audio-only (telephone or VoIP) or video event (webcam, encoder, video bridge).

## About your event

Think about your audience, what you'll be presenting, and which features you want to use:

- Headshots. Display presenter headshots during an audio-only event.
- Slides. Add one or more PowerPoint slide decks. [more »](#)
- Pre-recorded videos. Add video clips and play them in an overlay window or in the video player. [more »](#)
- Screen share. Share your screen, an application window, or a browser tab.
- Surveys. Add in-event or post-event surveys for attendees to complete. [more »](#)

- Certification exams. Add graded surveys to the event and automatically send PDF certificates by email to attendees who pass the exam. [more »](#)
- Chat. Chat with your audience or presenters only.
- Downloadable resources. Add event files for download or links for the audience to access.
- Captions. Add your own captions to a recorded event. [more »](#)
- Generated transcript. Automatically generate an event transcript once the event ends and make it available to the audience for download or as captions.

## Personalize your event

How do you want to customize your event? You can change the:

- Registration form. Add and sort the information you want to capture from attendees. [more »](#)
- Registration page and webcast player. Change the logos, colors, and page layouts. [more »](#)
- Portal. Add multiple events to a single registration page. [more »](#)
- Social media tools. Add social media links to let attendees share the event and Youtube videos to the registration page and add a Twitter feed to the webcast player.
- Event emails. Customize the content in event confirmation, reminder, and follow-up emails.

## Professional services and add-ons

Will you need additional professional services or event add-ons? You can request:

- Additional participants. Increase the capacity of the event.
- Audience listen by phone. Let attendees dial in to listen to the event on their phone.

- Event management. Have an event production manager book your event and provide training, best practices, and in-event assistance. [more »](#)
- Transcription and transcription translation. Receive a professionally written copy of the event in multiple languages.
- Live captions. Have a professional provide real-time captions during your Live event. [more »](#)
- Presenter training. Provide additional training for new presenters.

For more information about how to book professional services, see [Get assistance setting up and running your event](#).

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