

**Go—
PopUp
Live**

**How to create
an engaging**

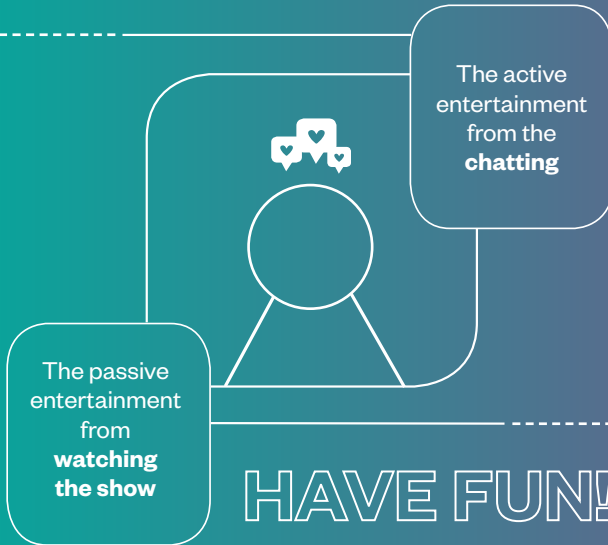


**Online
Pop-Up**

Tips and best practices

It might be the first time that you are organising an online event.

It does not differ from organising a physical event, as both need to have a purpose and a concept. But of course, the medium is different, and video-based communication has its characteristics.



The user that consumes these types of events perceives the Livestream show as a **double enjoyment**.

Therefore, the consumers aim to pass some time, **keep in touch with the brand, foster social ties**, and most importantly, have fun!

Let's take a look at what you need to take into account before launching your Online Pop-Up.



1. PURPOSE

What would you like to achieve with this Online Pop-Up? Which are your goals?

This point **must be clear from the very beginning**, as that will help you organise your concept and structure the topics you will be communicating.

Possible purposes

- Launch a product or service
- Create a community
- Increase your audience & customers
- Build a new touchpoint in your omnichannel strategy.



2. CONCEPT

Once you have clear your purpose, you can **brainstorm about the concept**. It refers to all the details and elements that make up the practical aspects of the event itself.

3. LOCATION

Where is the event going to take place?

If you have a physical shop, it could be ideal. If you don't, but you have a workshop or an area reserved for your business, that could be the perfect corner too. The most important thing is that it **reflects your brand identity** and your overall message.



4. PROPS & MATERIALS

Make an inventory of all the props and material you will need during your live/video. It is essential to have everything at reach to focus on the communication with your audience without distraction and without losing your train of thoughts.



6. WIFI & OTHER TOOLS

If you are launching a Live event, you must have a stable and broad internet connection.

A built-in camera will suffice to have a good quality, but of course, if you have a stand-alone camera, it can be handy to use if you plan to have a **more dynamic show.**

5. LIGHTING

Depending on the time of the day you are going Live, you might need some artificial lighting for the streaming/video. Remember that a **clear image is essential** at this time of communication, as the video is the primary supporting tool. If it is during the day and you have good natural lighting, it could be enough.

Otherwise, you must get some support from artificial lighting that will help you have the image as clear as possible.



7. CONTENT

The Live event/video is a communication channel to connect with your audience. As mentioned above, customers want to be entertained. So, we recommend you draft the topics you want to cover to ensure your **message is clear**.

For the rest, be yourself!

What users like is the natural aspect of these types of events, and any question or topic that comes up through the chat can be addressed directly, spicing up the Live event.

8. CHAT!

If you decide you want your users to chat with you during the Live event, we recommend having a chat mediator if you need some support. You might be experienced, and you don't need it. Some hosts can carry on with their Live event while reading the comments and answer directly. So, it's up to you!

Practice makes perfect!



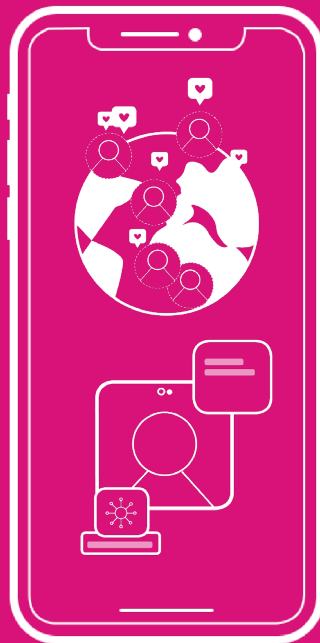
9. AFTER THE LIVE EVENT

When the Live event ends, your work is not over!

We recommend two things: **to watch your Live event again** and look at the things that went well and what can be improved!

Reach out to the crowd that participated in the event, ask for feedback, and thank them for showing interests! You can also take the opportunity to launch commercial actions, promotions and so on!

It is up to your creativity!





Do you need support in any of the steps?
Or do you have some doubts about the event?
Contact us at help@gopopup.com we will
support you with any questions you might have!

We are here for you!