



VIRTUAL SUMMIT TOOLKIT

**Tools, Equipment, and Resources To
Launch Your Own Virtual Summit**

We're going to share with you the software and hardware required to set up and host a successful virtual summit. You may be surprised to read how little you need. The most expensive items on the market may not be the best, so we'll provide our recommendations on what you'll need to get started.

1. Webcam

Get yourself a good quality, portable webcam that is easy to use. Whilst most laptops have built-in webcams, their quality is often low. Essentially, you're looking for a webcam that can produce high-definition output.

People tend to gravitate towards a webcam with a USB connectivity, but there are also options for wireless models with connectivity by Bluetooth or Wi-Fi.

Overall, the best webcam for video conferencing is by Logitech.



Logitech HD Pro Webcam C920, Widescreen Video Calling and Recording, 1080p Camera, Desktop or Laptop Webcam

★★★★☆ ~ 15,423



Logitech C930e 1080P HD Video Webcam - 90-Degree Extended View, Microsoft Lync 2013 and Skype Certified

★★★★☆ ~ 1,517

Video can be streamed in full HD (i.e. 1080p), however, you'll find almost every decent camera will shoot at 1080p. The images and videos are sharp, crisp and vibrant. This camera by Logitech passes sharpness, accuracy and low light performance. The device is compatible with many different computing devices and operating systems.

The audio feature has a dual integrated microphone placed on each side of the camera. It captures natural sound so that there is no delay, minimal

muffle or echo. However, we do recommend a good quality microphone instead of the one on the camera.

The device itself is attractive, portable and durable. It's also reasonably priced, which is always an added bonus.

2. Microphone

Testing, Testing. 123. Testing.



Think of choosing a microphone as an investment. They are great for podcasting and, of course, when interviewing for your virtual summit.

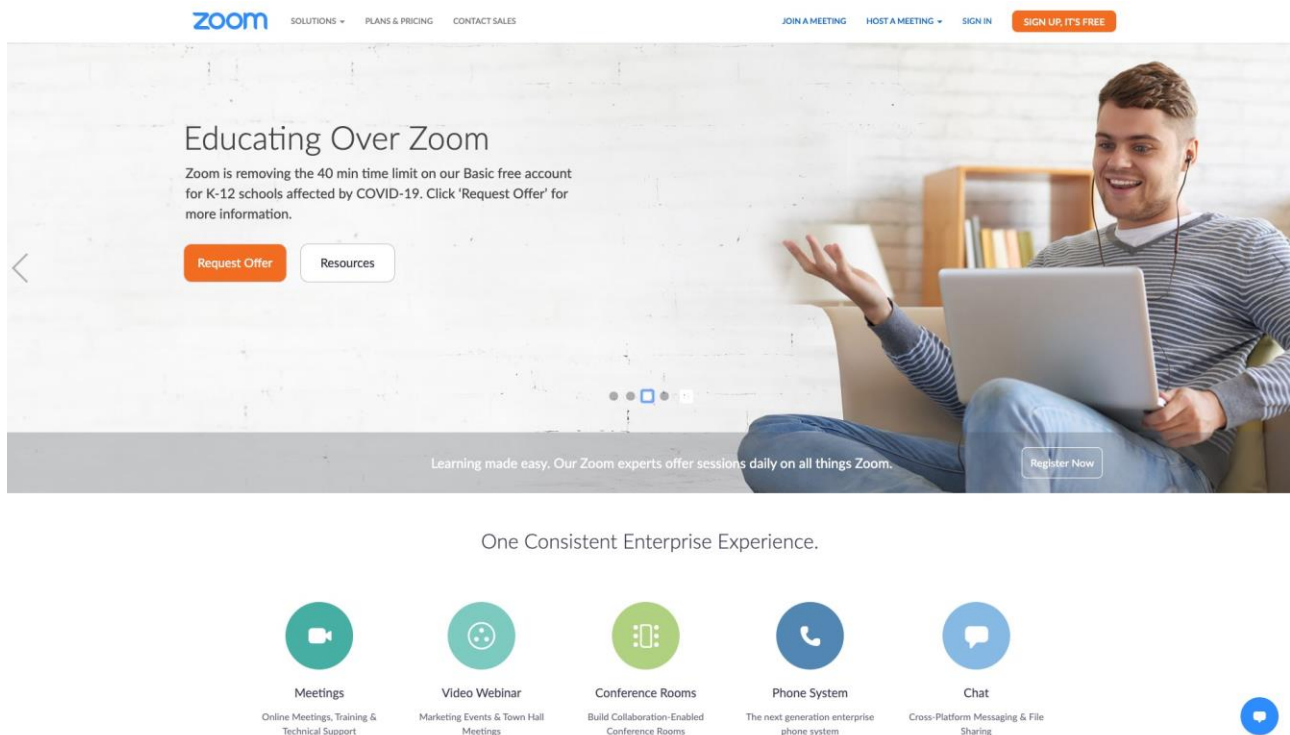
One of the best options is by Blue. Blue has found the sweet spot and created an affordable, simple but amazing quality microphone.

Our second option is by Rode Microphones. This one is about \$50USD more expensive. Both options are great and it will come down to personal preference.

3. Video recording software

Lucky for us there are heaps of options when choosing video recording software, including free options. Let start from one of the most popular options.

a) [Zoom](#)



Key features:

- Breakout rooms allow you to split into 50+ rooms for separate discussions.
- Easy call options including dedicated dial-in numbers.
- Screen sharing between participants
- Good group messaging options
- Opportunity to upload PPT, PDF, and DOC files
- Engagement tools like polling, Q&As, and virtual hand-raising (click to raise your hand and speak. This is a great feature so that everyone doesn't start talking on top of each other).

Zoom is probably the most popular web conferencing software out there. It's super easy to use, by simply sending your contact a designated link to the meeting, and a PIN. You can record, and introduce slides or a whiteboard for example for a more interactive type approach.

The cons with this software are at times it's difficult to join the meeting via the browser. It is encouraged to download the software and test multiple times before executing (like all software). Secondly, it has low Cloud storage.

b) Webex

Key features:

- Extra tools like polling, whiteboard, and more
- Noise detection for less background distractions
- Third-party recording options
- Excellent security and encryption

Webex software is straightforward: With just a few clicks it will help you start a meeting, switch presenter or open the whiteboard. No time is wasted trying to work out what to do next.

The con with this software is there are limited features on the free plan, so be prepared to upgrade.

Explore your options; it will come down to personal preference and affordability. In most cases, you'll be given a free trial for up to a week to test the software features.

4. Video editing software

The good news here is that the best free video editing software for Macs and PCs let you do almost everything paid software can do. In our experience, the best free video editing software is more than likely going to be good enough for you to edit your footage. If, however, you require additional features, many of the free editing suites allow you to purchase them separately.

We think the best free video editing software overall is [HitFilm](#) Express. It works with both Macs and PCs and is powerful but easy to use, and customizable to your needs.

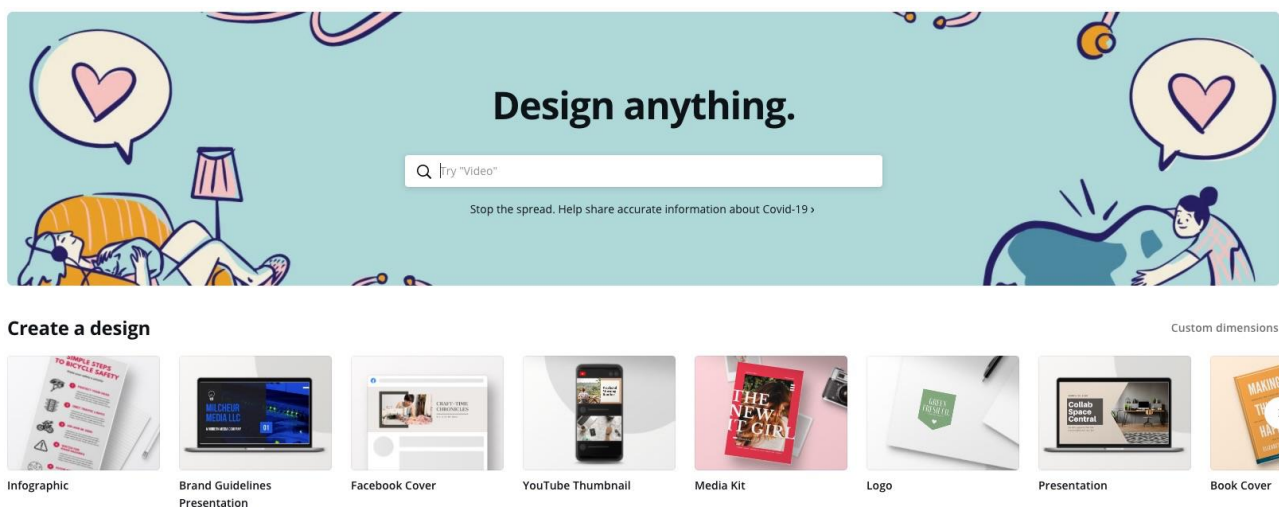
While HitFilm is free, the company offers add-on packs which range in price and include features like 360-degree video editing, 3D titles, as well as advanced color-grading tools and noise reduction.

Mac users who only need a simple video editor will find that Apple iMovie is the best free video editing software, because of its strong integration with Apple's operating system and easy-to-grasp editing tools. iMovie supports 4K video and has some good tools for smoothing shaky video, adding titles, and

even soundtracks from music in your iTunes library. If all you're doing is stitching together some video from a family event and then seamlessly posting them to YouTube, Vimeo, or even watching it on an Apple TV, then iMovie will work like a charm.

Here are 13 tips we found helpful that can help you edit interviews faster – <https://nofilmschool.com/interview-editing-tips>

5. Images & graphics



Look no further than [Canva](https://www.canva.com). There is a free version of Canva available, or you can pay a monthly subscription. It's not expensive but is easy to use. Create impressive graphics, banners, social media posts, etc with this user-friendly software. ‘

6. Email software for automation

Setting up a robust email automation sequence is key when building an email list. Automation sequences allow you to set up an email structure that is based around the actions of what people do once receiving the email.

For example, if your subscriber clicks on a link from your email you can decide what happens next. Do they receive a second email, and if so, in what time frame? Another example is in the instance someone doesn't open the email at all, perhaps sending them a follow-up email with a catchy subject

that may entice them to open and read. Use it to send targeted messages straight to your website visitors, which optimizes the overall customer experience.

Not only does the email automation feature add value to your business, but there are many other features within the software you can benefit from. Track your most engaged subscribers with backend automation that monitors how much time they are spending on your site or visiting your social media pages. Gain instant insight into who is generally interested in what you are saying and up to.

Email software won't only be used for your virtual summit; you can utilize this platform for many different campaigns you work on throughout the year/s.

a) [MailChimp](#)

Mailchimp is one of the most popular emailing softwares on the market. There is a free option, but if you intend on building your email list, a paid subscription will be required. Mailchimp is a cloud-based email marketing solution that helps businesses of all sizes design, automate and manage marketing campaigns across email platforms and ad channels and it comes with a handy dashboard.

Mailchimp is user-friendly and most people pick it up easily. You can also create targeted ad campaigns, build landing pages, send postcards, facilitate reporting and analytics, and sell online.

Whilst MailChimp is one of the more well-known software platforms, it is not the only one. ActiveCampaign offers a range of different features to nurture and build your database.

b) [ActiveCampaign](#)

ActiveCampaign offers almost everything you need within a newsletter marketing tool. Plus, advanced automation is hard to beat. There is a range of different plans to choose from, but none of them is free.

One of their most important features is automation. Not only does it allow autoresponders based on myriads of conditions, but it also allows automation of your contacts and list management, as well as automation within its CRM system (known as 'Deals'). This 'Deals' system is also worth noting, and allows you to add notes to contacts, set up appointments or simply send direct messages to them. This feature may be greatly beneficial to you when organizing and planning your virtual summit, as you can set up 'Deals' with tasks and reminders.

At first glance pages such as the Dashboard can seem a little busy and overly complicated, however, it's not hard to understand how useful it is to have all your information in one place.

7. Sales funnel software

When you think of sales funnel software, like us, you think of ClickFunnels. It is probably one of the most popular and widely used funnel software in the world. Earlier, we touched on the 4 key pages you need to set up a successful sales funnel:

1. Opt-in page (landing page).
2. Sales page (opportunity to order)
3. Order form (insert their details including payment)
4. Confirmation page (confirmation of sale – customer piece of mind)

a) [ClickFunnels](#)



ClickFunnels is super user friendly, with a simple drag-and-drop editor. But more importantly, it comes with a suite of pre-built and templated funnel assets that allow you to quickly build sales funnels proven to convert.

The dashboard with your reporting and stat features are easy to read and you don't need a tech background to utilize its capabilities. If you decide to go with ClickFunnels (like the other 220,000+ users), you won't need to worry about the extra tools required to build a funnel as it comes with features like page builder and sales cart. There is no need for plugins, which you need for a WordPress based site, and you can collect payments from your customers quickly and easily.

ClickFunnels can also create membership pages and can integrate your favourite payment gateway and any other necessary third-party application with ease. Payment gateways include PayPal, Stripe, Apple Pay, and many others.

As mentioned earlier on, you can also use platforms such as [Wishlist Member](#) (integrates with SamCart), [Teachable](#) or [Thinkific](#) to build your membership page.

b) WordPress

Once again, whilst ClickFunnels is popular and used by many people around the world, that doesn't mean you have to go with it. You might prefer a WordPress base platform as you already know your way around, and it may also be a more affordable option.

If you decide to use WordPress as your sales funnel, you would use the same principle as above, with 4 key pages.

[CartFlows](#) is a WordPress plugin that supports selling online courses, event tickets, services and basically just about anything! CartFlows comes with ready-to-import, high converting templates and custom page-builder features which will work with all popular page builders including, Beaver Builder, Elementor, Divi, & Thrive Architect. It also comes with a smart WooCommerce checkout page that replaces the default option.

Finally, don't forget to ensure you have a reliable hosting provider. You may want to go with your current provider or use it as an opportunity to try someone new. Make sure you do your research and read forums and reviews.

Finally, test EVERYTHING. Send links to friends and if you can run through the exact process and follow the agenda like you were running your summit live.