No matter how big or small your virtual event program, it’s important to identify early on the individuals who will help you achieve success. Here’s a quick primer on the different roles you will likely need to fill.

**Executive Sponsor** – The final say on the big picture, and the person who’s most committed to the overall success of the program.

**Program Managers** – A core team of 1-4 people who own the program, overseeing the timeline, the team(s) and progress towards specific project goals.

**Content Contributors** – The individuals you’ll rely on to submit either existing or new content. Webinars, datasheets, training materials, videos – you’ll need a lot of content for any virtual event program.

**Speakers** – Maybe also content contributors, these individuals are your “talent” for live and recorded presentations.

**Promotion/Audience Recruitment** – The individual or team who will manage the promotion of your program, whether that’s outbound demand generation or an internal marketing effort.

**Representatives** – On point to connect with attendees during any live day activity, this team are often sales reps, product managers or other customer support.

**Design/Graphics Support** – A key role, this individual or team will provide brand guidelines, images, signage and ultimate approval on all elements related to your environment look and feel.

**Sponsor/Booth Liaison** – The “go-to” for any sponsors/partners/internal teams who own a booth or room in your environment.

**Attendee Support** – Responsible for all the small questions about your content, Webinars, your agenda and your overall program.

**Live Day Team** – A mix of all the roles above, it will take full team coordination to execute a successful live day including broadcast messages to direct and keep attendees on schedule.

Of course all of these may not apply to your particular event and you may not have a unique individual for each role but keeping these needs in mind as you build out your program will help ensure nothing slips through the cracks.

**Bonus Tip**

If your program is internal, you’ll want to engage IT resources early to ensure network access for all required employees, as well as possible integration needs and security protocols.