



VIRTUAL EVENTS
INSTITUTE

VEI Skills Community

The global community for event professionals to learn, connect, and upskill for digital & hybrid events



JOIN HERE

What is the VEI Skills Community?

The VEI Skills Community is a global community for event professionals. By joining the community, members will get access to hours of on-demand content, upskilling opportunities, networking, high-level reports, industry insight and surveys, educational downloadable resources, and members-only events.

Community members will be able to tap into incredible insights, expert knowledge, and peer-to-peer advice in the global event space.

The knowledge acquired as a member can be implemented at your own events to grow your brand, increase audiences and engagement, monetize, and ultimately maximize your event success.

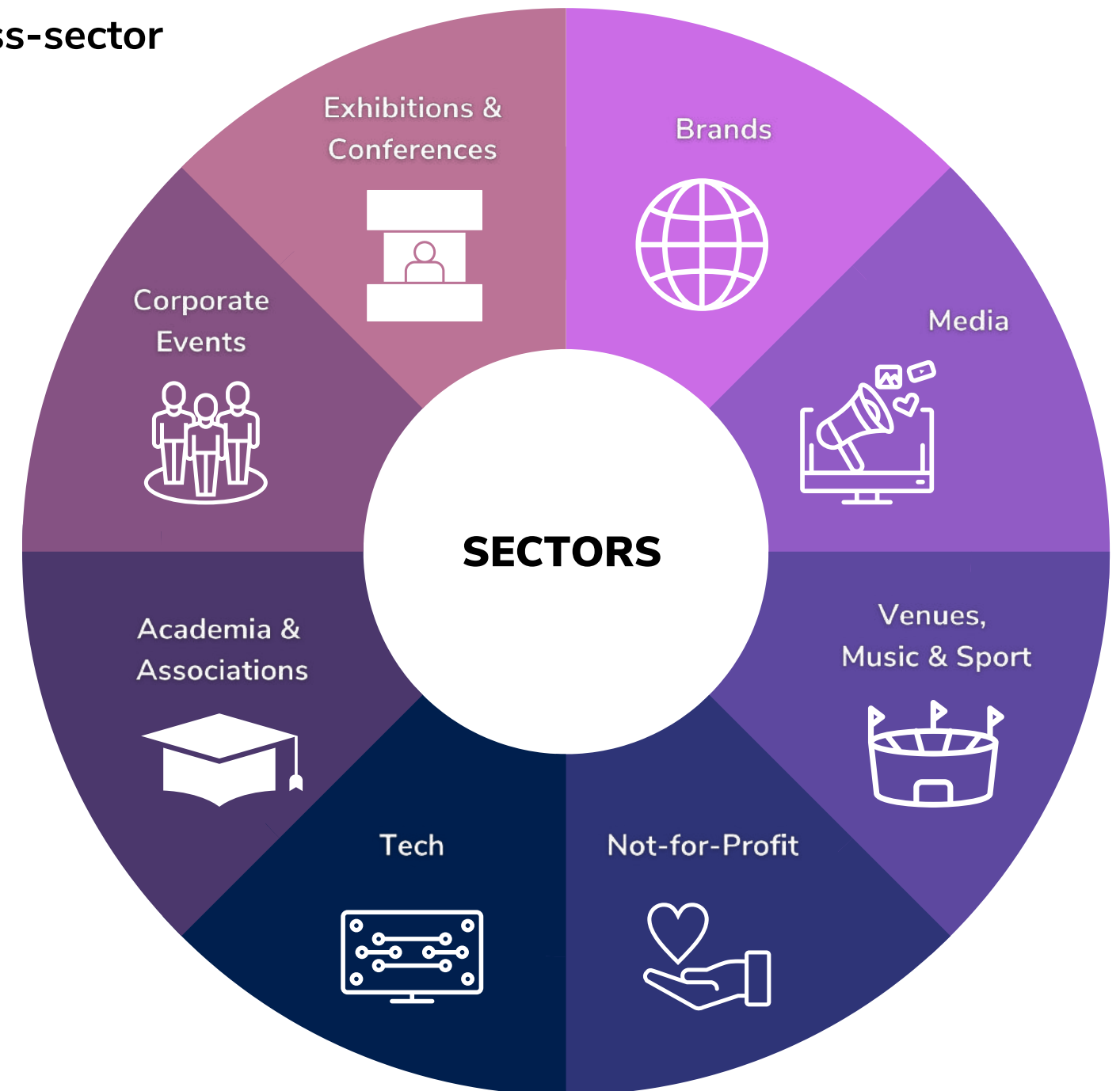


Who is it for?

The VEI Skills Community is designed as a global, cross-sector community for any professional involved in events.

ROLES

- C-Suite
- Event Directors
- Event Managers
- Event Operations
- Marketers
- Sales
- Content Producers
- Brand Managers
- Venue Managers
- Meeting Professionals
- Executive Assistants
- Team Leaders
- Tech Providers
- Students & Graduates



Current members

The VEI Skills Program has attracted global members from every event sector.

Book now to take your place alongside these professionals at the forefront of event experiences.



Membership options

FEATURES	BASIC	SILVER BILLED ANNUALLY CHOOSE 2 SKILLS MODULES OF YOUR CHOICE (WORTH \$190)	GOLD BILLED ANNUALLY CHOOSE A 5 MODULE LEARNING PATHWAY (WORTH \$475)	PLATINUM BILLED ANNUALLY FULL VEIP CERTIFICATION COURSE - 11 MODULES (WORTH \$975)	CORPORATE POA TEAM PACKAGES FULL VEIP CERTIFICATION COURSE - 11 MODULES (WORTH \$975)
Skills Learning Program	✗	✓	✓	✓	✓
Networking opportunities	✓	✓	PREMIUM	PREMIUM	PREMIUM
On-demand library of past VEI events	✓	✓	✓	✓	✓
Downloadable resources: job specs, skills materials, templates, glossaries etc.	✗	✗	✓	✓	✓
Online library of VEI Award entry case studies	✗	✓	✓	✓	✓
Members-only event calendar including VIP roundtables	✗	✗	✓	✓	✓
Full access to VEI 'Industry Insights'	✓	✓	✓	✓	✓
Early access to the VEI monthly newsletter - 'The Fix'	✓	✓	✓	✓	✓
Access exclusive white papers and VEI survey results	✗	✗	✗	✓	✓

Individual membership packages

BASIC

- Networking opportunities
- Early access to the VEI monthly newsletter - 'The Fix'
- Full on-demand content library of past VEI events
- Full access to VEI 'Industry Insights'

SILVER

- 2 VEI skills modules of your choice (worth \$190)
- Exclusive access to our online library of VEI Award entry case studies
- Full access to all polling results from previous VEI events
- 15% discount off full VEIP Certification Course (discount of \$146)
- Networking opportunities
- Early access to the VEI monthly newsletter - 'The Fix'
- Full on-demand content library of past VEI events
- Full access to VEI 'Industry Insights'



Individual membership packages

GOLD

Including 5 Module Skills
Pathway Certification
Sales, Marketing, Operations, OR
Content



- VEI 5 Module Skills Pathway Certification - Sales, Marketing, Operations OR Content (worth \$475) more information on pages below
- Access to library of downloadable resources including skills pathway materials, job specs, RFP templates and benchmarking reports
- Exclusive access to members-only event calendar including quarterly roundtables
- Exclusive access to our online library of VEI Award entry case studies
- Full access to all survey and polling results from previous VEI events
- Exclusive networking opportunities
- Early access to the VEI monthly newsletter - 'The Fix'
- Full on-demand content library of past VEI events
- Full access to VEI 'Industry Insights'



GOLD member: skills pathways

As a GOLD member, you can choose one skills pathway from the below. Each pathway includes 5 on-demand modules and full downloadable resources applicable to your job function.

 <p>MARKETING VEIP-M</p>	 <p>SALES VEIP-S</p>	 <p>OPERATIONS VEIP-O</p>	 <p>CONTENT VEIP-C</p>
<p>Introduction to Virtual Events</p> <p>Introduction to Hybrid Events</p> <p>Attracting Your Audience</p> <p>Building Your Online Event Community</p> <p>Measuring Success Post-Event</p>	<p>Introduction to Virtual Events</p> <p>Introduction to Hybrid Events</p> <p>Mastering Sales Skills For Virtual Events</p> <p>Monetizing Your Virtual Event</p> <p>Measuring Success Post-Event</p>	<p>Introduction to Virtual Events</p> <p>Introduction to Hybrid Events</p> <p>Executing Your Virtual Event on the Day</p> <p>Increasing Audience Engagement</p> <p>Choosing the Right Technology</p>	<p>Introduction to Virtual Events</p> <p>Introduction to Hybrid Events</p> <p>Developing Strategic Content Design</p> <p>Increasing Audience Engagement</p> <p>Building Your Online Event Community</p>

GOLD member: skills pathways



MARKETING
VEIP-M



SALES
VEIP-S



OPERATIONS
VEIP-O



CONTENT
VEIP-C



This is to certify that

JOE BLOGGS

has completed and successfully passed each of the required modules for a VEI Skills Pathway certification and is now entitled to use the designation VEIP-M
Virtual Events Institute Professional - Marketing

VALID 2 JULY 2021 - 2 JULY 2022

Sophie Ahmed
SOPHIE AHMED
CEO & Co-Founder
Virtual Events Institute






This is to certify that

JOE BLOGGS

has completed and successfully passed each of the required modules for a VEI Skills Pathway certification and is now entitled to use the designation VEIP-S
Virtual Events Institute Professional - Sales

VALID 2 JULY 2021 - 2 JULY 2022

Sophie Ahmed
SOPHIE AHMED
CEO & Co-Founder
Virtual Events Institute






This is to certify that

JOE BLOGGS

has completed and successfully passed each of the required modules for a VEI Skills Pathway certification and is now entitled to use the designation VEIP-O
Virtual Events Institute Professional - Operations

VALID 2 JULY 2021 - 2 JULY 2022

Sophie Ahmed
SOPHIE AHMED
CEO & Co-Founder
Virtual Events Institute






This is to certify that

JOE BLOGGS

has completed and successfully passed each of the required modules for a VEI Skills Pathway certification and is now entitled to use the designation VEIP-C
Virtual Events Institute Professional - Content

VALID 2 JULY 2021 - 2 JULY 2022

Sophie Ahmed
SOPHIE AHMED
CEO & Co-Founder
Virtual Events Institute





Individual membership packages

PLATINUM

Including full VEIP Certification. 11 modules covering sales, marketing, operations and content



- VEI 11 Module Full VEIP Certification. Upskill in virtual and hybrid events, covering all functions including sales, marketing, operations and content (worth \$975)
- Exclusive access to future white papers
- Access to library of downloadable resources including skills pathway materials, job specs, RFP templates and benchmarking reports
- Exclusive access to members-only event calendar including quarterly roundtables
- Exclusive access to our online library of VEI Award entry case studies
- Full access to all survey and polling results from previous VEI events
- Exclusive networking opportunities
- Early access to the VEI monthly newsletter - 'The Fix'
- Full on-demand content library of past VEI events
- Full access to VEI 'Industry Insights'



Corporate membership packages

CORPORATE

CONTACT FOR PRICING
info@virtualeventsinstitute.com

Including full VEIP Certification. 11 modules covering sales, marketing, operations and content



- VEI 11 Module Full VEIP Certification. Upskill in virtual and hybrid events, covering all functions including sales, marketing, operations and content (worth \$975)
- Exclusive access to future white papers
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Skills module overview



INTRODUCTION TO VIRTUAL EVENTS

What is a virtual event? Understand the components of online events and the key differences between virtual and physical



ATTRACTING YOUR AUDIENCE

Discover the key differences, and critical success factors behind generating great audiences



INCREASING AUDIENCE ENGAGEMENT

Keeping your audience engaged is essential. Learn how to drive meaningful engagement, and provide unmissable experiences



DEVELOPING STRATEGIC CONTENT DESIGN

Virtual content requires a different approach. Understand the elements behind compelling content



AN INTRODUCTION TO HYBRID EVENTS

Gain insights and detailed know-how on how best to deliver hybrid events, the likely future for all events



MASTERING SALES SKILLS FOR VIRTUAL EVENTS

Discover the key skills in selling virtual and hybrid events



CHOOSING THE RIGHT TECHNOLOGY

Make sense of the complicated tech market and really understand how to select and use the right tech for your events



EXECUTING YOUR VIRTUAL EVENT ON THE DAY

Build your knowledge, step-by-step, in virtual events which will give you the tools and the confidence to deliver great events



MONETIZING YOUR VIRTUAL EVENT

Learn how virtual events experts develop pricing and charging models and have created brand new revenue streams for you to implement in your market



BUILDING YOUR ONLINE EVENT COMMUNITY

Follow our detailed module on community building in a virtual environment to get close to your market and learn exactly what they need and want



MEASURING SUCCESS POST-EVENT

Virtual events are opening up a new world of event metrics. Find out what you should be measuring and how to use it for growth



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www.virtualeventsinstitute.com