YOUR  
LOGO

**COMPANY NAME**

VIRTUAL EVENT PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] to produce your upcoming virtual event. We specialize in end-to-end virtual event solutions that are engaging, secure, and seamlessly delivered.  
  
This proposal outlines our approach to planning, producing, and executing [Client Name]’s virtual event.

# Project Objectives

The primary goals are:  
  
- Host a professional and interactive virtual event  
- Ensure audience engagement through multimedia and networking tools  
- Deliver a smooth, technically sound experience for all participants

# Proposed Services

Our virtual event production services include:  
  
- Event concept development and run-of-show planning  
- Virtual platform selection and setup (Zoom, Hopin, Webex, etc.)  
- Speaker onboarding and tech support  
- Live moderation, AV management, and stage direction  
- Branded presentation materials and overlays  
- Attendee engagement: polls, chat, Q&A, breakout sessions  
- Post-event analytics and recording delivery

# Scope of Work

Scope includes:  
  
- Pre-event project management and technical rehearsals  
- Full technical production of the live event  
- Audience support and post-event content access  
- Event metrics and evaluation reporting

# Timeline

Proposed project timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Estimated Date |
| Kickoff & Planning | Define agenda and select platform | [Start Date] |
| Speaker Support & Rehearsals | Tech checks and live prep | [Date] |
| Event Day | Live virtual production and support | [Event Date] |
| Post-Event Follow-Up | Analytics and content archive | [Completion Date] |

# Pricing

Estimated cost breakdown for virtual event production services:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Event Strategy & Setup | Platform, agenda, and design | [Amount] |
| Production & Hosting | Live management and AV switching | [Amount] |
| Speaker Support | Rehearsals and technical assistance | [Amount] |
| Post-Event Analytics | Summary and engagement report | [Amount] |
| Total Estimated Fee |  | [Total] |

# About Us

[Your Company Name] is a virtual production agency trusted for digital experiences across industries. We support events of all sizes from workshops to full-scale summits.  
  
- Experience: [X] years in live streaming, webinar production, and virtual summits  
- Expertise: Zoom, Hopin, Microsoft Teams, ON24, StreamYard  
- Mission: To deliver engaging and polished virtual events that deliver value to attendees and hosts alike

# Case Studies / Testimonials

Case Study: [Client Example]  
  
- Project: Global virtual conference with 5,000+ registrants  
- Outcome: 97% satisfaction rating and 3x audience retention over previous year  
  
Testimonial:  
“[Your Company Name] made our virtual conference feel personal, engaging, and technically flawless.” — [Client Contact]

# Terms and Conditions

Payment Terms: [X]% deposit, remainder upon event completion.  
Scope: Includes event design, technical support, live moderation, and analytics.  
Client Responsibilities: Provide agenda, speaker bios, and branding materials.  
Adjustments: Scope or platform changes may affect cost and timeline with notice.

# Acceptance

To approve this Virtual Event Proposal and begin production, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client Name]  
Title: [Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_