

CHRIS LYSY

SERVICES GUIDE

DIGITAL EVENTS

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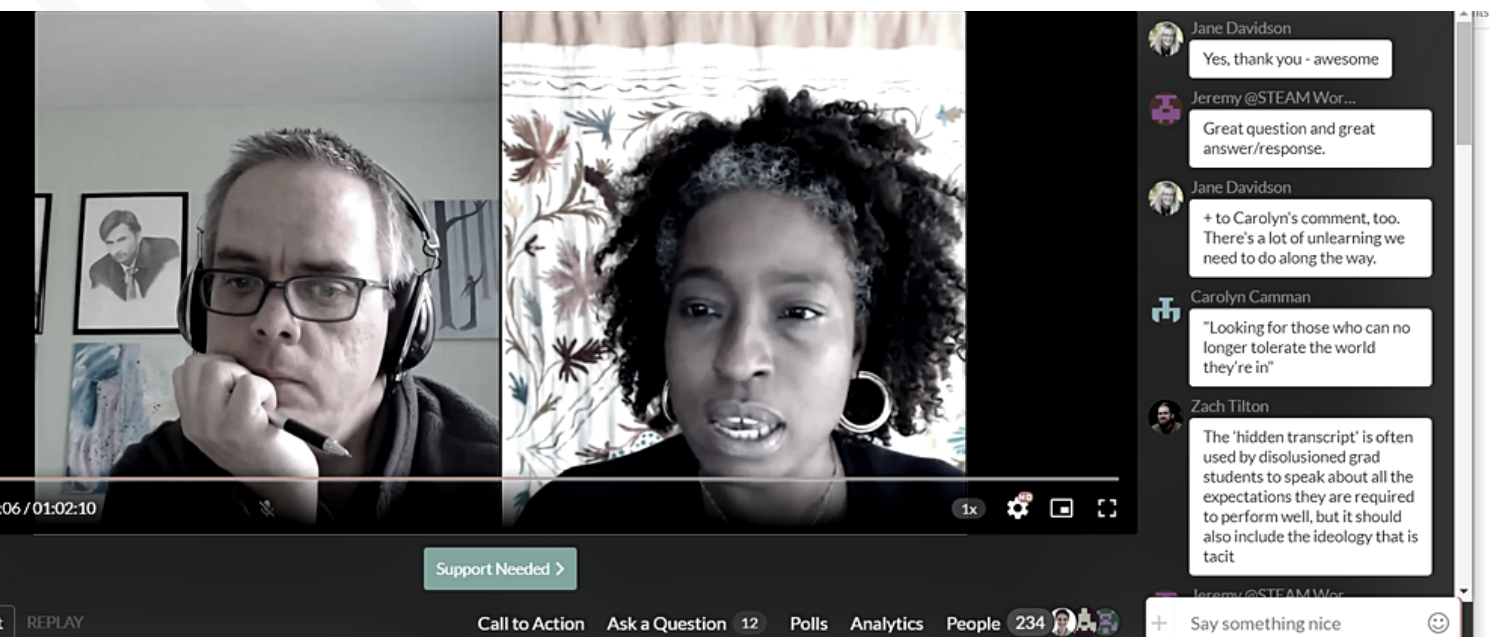
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Digital Engagement is Different

It's time to adapt your strategy.

Creating a successful digital event is so much more than just purchasing a Zoom subscription. Online is a fundamentally different venue; with different rules, tools, and demands. You could spend decades learning the ins and outs, or, you could hire an experienced guide. Someone who has done it all before and can anticipate the challenges before they become major problems.



DECISION POINT

Synchronous or Asynchronous?

How live is live?

There are plenty of reasons to hold live events. Getting your community to show up at the same time in the same place creates a shared experience. This holds true for the web.

But on the web you also have a unique opportunity to expand the experience beyond the confines of time and space.

That is, if you let it. Highly successful digital events tend to mix synchronous and asynchronous strategies.

It takes experience to do it right.

Production requires a mix of skills in digital strategy, digital communications, web design, discussion facilitation, webinar production, graphic design, coordination, and evaluation.



Program Evaluator, Web Designer, Graphic Designer, Sociologist, Illustrator, and Social Media Strategist

A not-so-ordinary background

13 years ago when I earned my MA in Sociology I thought I would end up spending my career in contract research. But then I started building websites, drawing cartoons, and blogging about data visualization.

Over time my background continued to become even less ordinary. But with each and every turn my ability to develop and implement strategies to engage digital audiences has grown.

Today, I use my not-so-ordinary skill set to help my clients evolve to meet their modern digital world challenges.



Don't get
overwhelmed

Websites

So let me
help you.

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I know
it's a lot.

Social Media

Because
I've done it
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Video



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READY TO BEGIN?

LET'S TALK

Schedule an intro chat with Chris:

[CALENDLY.COM/CLYSY](https://calendly.com/clysy)