# Proposal for Implementing a Virtual Event to Drive Registrations for Advanced QT

Prepared by: Ayesha Zaman

Date: 20-06-2025

## Proposal Overview

This proposal outlines the plan to organize and execute a Virtual Launch Event aimed at driving awareness and user registrations on the Advanced QT platform. The objective is to create engagement, provide valuable insights into the platform, and begin building a strong user base through this interactive session.

## Goal

To successfully host a virtual event that highlights the features and benefits of Advanced QT, encourages participation, and results in a measurable increase in sign-ups and platform usage.

## Key Objectives

1. Drive Registrations: Encourage attendees to register on the Advanced QT platform before, during, and after the event.  
2. Educate the Audience: Showcase how Advanced QT adds value through live demos, speaker sessions, and use-case examples.  
3. Build Community Engagement: Interact with the audience through Q&A, polls, and breakout rooms.  
4. Create Buzz: Use digital marketing (email, social media, influencer mentions) to generate hype pre- and post-event.

## Proposed Event Details

Event Title: Advanced QT – Virtual Launch Experience  
Date & Time: [TBD – Suggest within the next 4 weeks]  
Duration: 1.5 to 2 hours  
Platform: Microsoft Teams / Google Meet  
Target Audience: Early tech adopters, professionals, industry influencers, startups, and SMEs  
Expected Attendees: 100–300 participants

## Agenda Snapshot

1. Welcome & Introduction – 10 mins  
2. What is Advanced QT? – 15 mins  
3. Live Demo + Walkthrough – 20 mins  
4. User Testimonials / Case Study – 10 mins  
5. Interactive Q&A – 15 mins  
6. Special Offer for Registrants – 5 mins  
7. Closing Remarks & Next Steps – 5 mins

## Resources Required

- Event host/moderator  
- Technical team for platform setup  
- Marketing team for promotion  
- Graphics & event collateral  
- Email automation for invites and follow-ups  
- Follow-up materials: thank-you emails, post-event recap, registration links

## Next Steps

1. Review and finalize the proposal  
2. Schedule a meeting to discuss implementation timeline and exact costing  
3. Assign internal roles for execution  
4. Begin promotion and registration process