

Planning Pack for Retrofit Summit Partners

Information to help you plan and finalise your brand, product/services and presentation showcase at Low Carbon Homes online Retrofit Summits

On Zoom Events



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Partner 'To Do' Checklist

This pack contains all the info you need to prepare



Your Actions & Next Steps >>	Deadline
Contacts: Send contact details of your Marketing contact + Speaker + in-event team (usually 1-2 people who join each event morning to engage with attendees)	ASAP
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Zoom Profile: Populate your branded profile in Zoom Events - we will send your User login (for uploading logos, info vids, sharing resources)	the sooner the better/2 weeks before event
Breakout room activities: plan any specific activity (eg: topic deep-dive discussion) & send us brief details (title/focus) so we can promote it	2 weeks before event
Videos: Send your videos ie: your 30-secs Infomercial + your 10-mins Presentation video	2 weeks before event
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📣 Co-promotion: share the social promo assets we send you to stimulate registrations	Frequently!

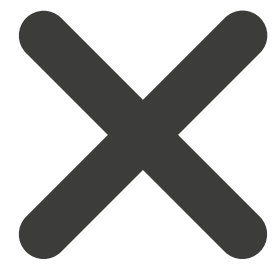


ANY QUESTIONS?
>> sophie@lowcarbonhomes.uk
01926 956887

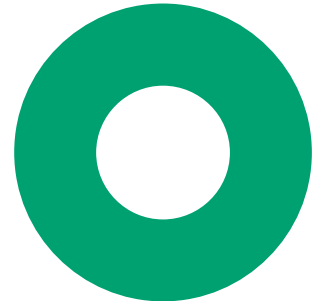


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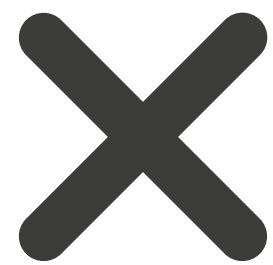




Summit Dates 2025



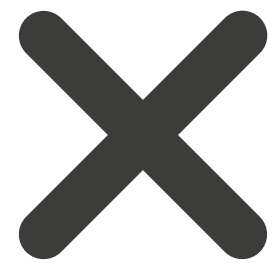
Glasgow Retrofit Summit
(part of RAW Glasgow)
online 08.45-12.30hrs, Tue 11 - Thu 13 Feb 2025



South West Retrofit Summit
(part of RAW South West)
online 08.45-12.00hrs, Tue 25 - Thu 27 Mar 2025



West Midlands Retrofit Summit
(part of RAW West Midlands)
online 08.45-12.00hrs, Mon 13 - Wed 15 May 2025



Greater Manchester Retrofit Summit
(part of RAW Greater Manchester)
Dates TBA, w/c 6 October 2025



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Pre-event countdown



5-4 weeks out

- You edit/check your organisation's Zoom Events profile
- You send us your Speaker's image + biog + social links for Zoom
- You send us your in-event team contact details for Zoom

4 weeks out

- We share promotional assets with you for sharing via your comms channels

4-3 weeks out

- We on-board your Speaker and team into Zoom Events for tech-checks & FAQs
- You submit your 10-mins **presentation** video
- You submit your 30-secs **infomercial video** (and any other (optional) video assets)
- You can update your Zoom Events profile with fresh content at any time

1 week out

- We send the list of registered delegates (GDPR-compliant) to help you plan your engagement



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On-board your team

Discover all the engagement opportunities the Summit offers



On-boarding your event team will help you understand the pre-event engagement opportunities and prepare for optimum engagement with the event's audience.

There's a fair bit to show you so we hold advance on-boarding sessions for partner teams to ensure they are familiarised with the platform and the engagement options.

Look out for calendar invitations for on-boarding sessions held on Zoom Events.



New Partner?

Do join an on-boarding session to get all the tips and tricks, and get the most out of the event.

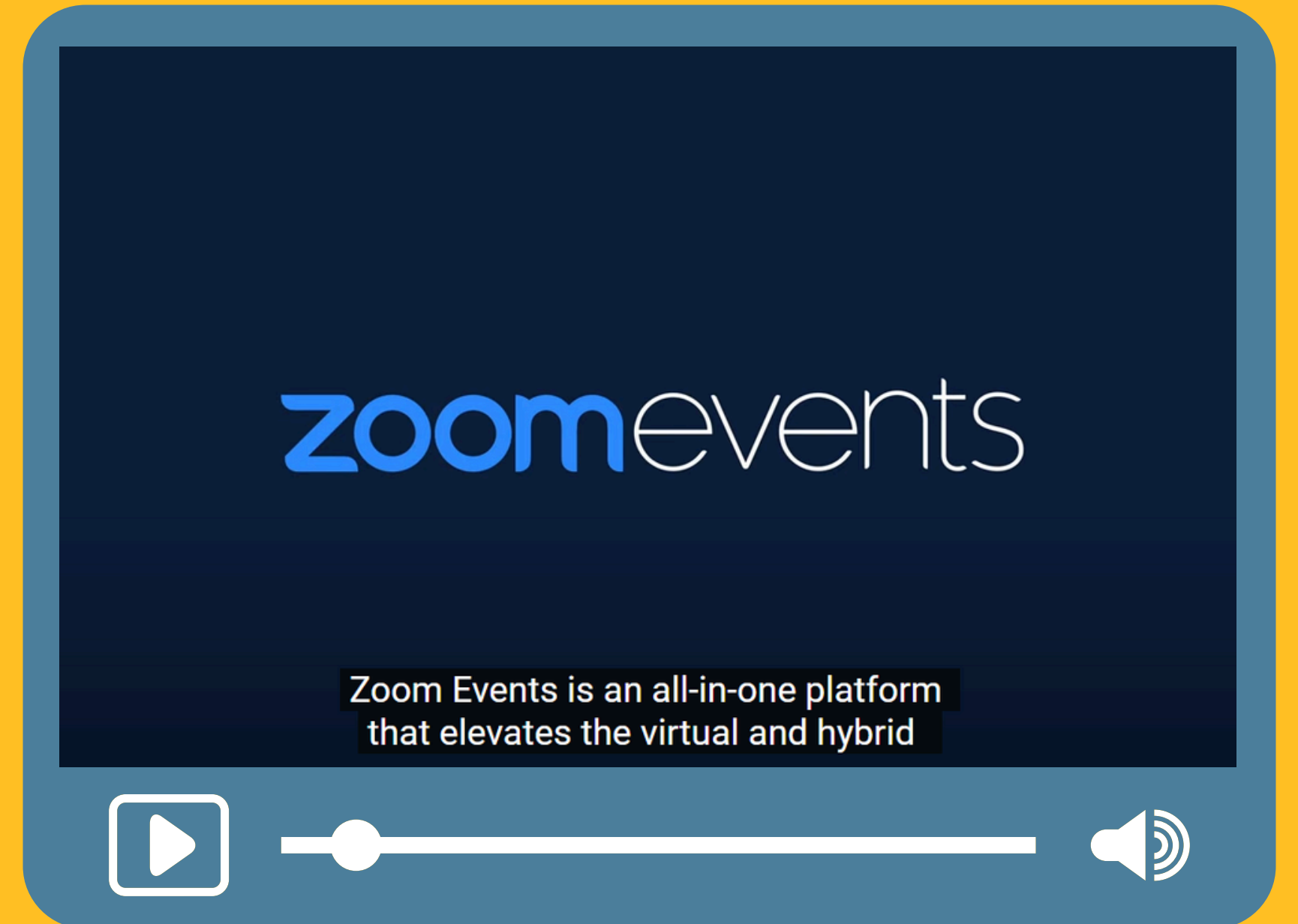


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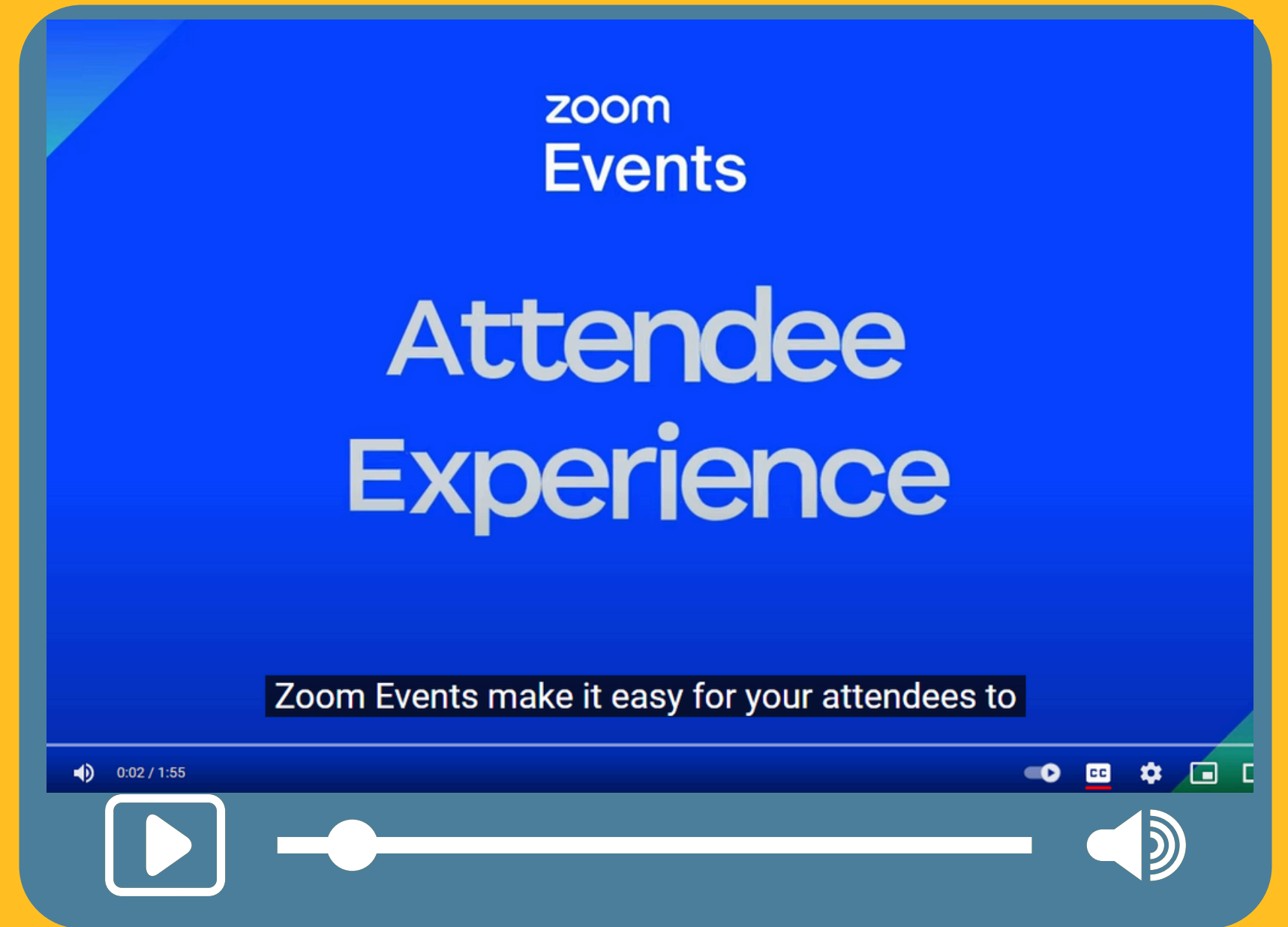
Showcasing your brand & product/service

▶ Get a quick overview of the Zoom Events platform



Zoom Events Attendee experience

▶ Get a quick overview of the Attendee experience on Zoom Events




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Social share assets

We create engaging and easy-to-share social content for your brand, which you can share with your trusted communities. It's fast, easy, and helps you attract high quality attendees.

We send you a simple one-link, one-click sharing asset ready to use across multiple channels. No need to download an app. It's all web-based. Colleagues can use the exact same link to help amplify your message.

Create a real buzz about the summit  across your social channels.



Your infomercial video

Don't leave this element until the last minute!
And if using a creative agency for support, book and brief them in good time!



You supply >>

30-secs INFOMERCIAL >> Send us a broadcast-ready video file in .mp4 format <30-seconds duration, by the given deadline.

Your infomercial will be placed into a video compilation and broadcast at the start of each summit morning (+ available in the Zoom Events event hub pre- and post-event)

To ensure an impactful infomercial video, aim to meet the following requirements:

- If you can, make your video(s) '**Evergreen**' (date/region 'agnostic') so it can be reused for future events and campaigns
- Stick to the designated playback duration (**30secs**) and **max.150MB** file size (**!** *Zoom Events won't upload videos that are any longer/larger than specified*)
- **Closed Captions (CC) should be ON** for greater accessibility
- Background music isn't necessary in your 30-seconds infomercial video - we add a background audio track to the final compilation reel



TOP TIPS

▶ [See what infomercials other Summit Partners have created](#)



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Your presentation video



Summit Partners provide a pre-recorded 10-minute thought leadership-style presentation video in .mp4 format which we broadcast *as-live* as part of the scheduled Programme.

This is your opportunity to present your aims and messages in a thought leadership style, without making a sales pitch.

You choose whether to create a simple slide-share, a full-blown media production or something in-between.

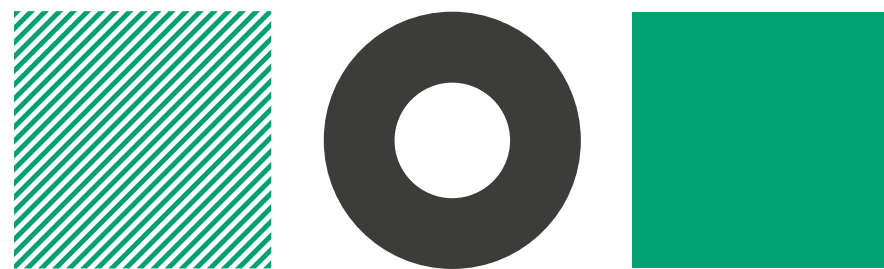
Your nominated Speaker can be briefed and on-boarded separately as part of our Summit Speaker Briefing process - or as part of the Partner Team On-Boarding session - whatever works best for your team.



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Profiling your team in Zoom



For generating interest in your brand ahead of the event, have your speaker and any in-event team registered and profiled on Zoom Events in advance

Please send us your confirmed speaker's email address + your in-event team members too - we register them for the event, create your Speaker's Zoom profile and invite everyone to an on-boarding session.

(Speakers and event team can edit their Zoom profiles at any time ahead of the event).

Anyone from your wider team who wish to attend as an Attendee can register themselves via the general registration link to ensure they receive all necessary event joining and on-boarding information.



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A decorative graphic on the left side of the slide, consisting of a square with diagonal green lines, a solid black circle, and a solid green square.

Pre- and In-event engagement tools

The on-boarding session in Zoom Events will cover this aspect.
Calendar invitations for on-boarding sessions (with date options) will be issued a few weeks before the live event.

In-event management



How the live event runs each morning



LCH handles attendee registration, on-boarding, and in-event communications for the Summits.

Your pre-recorded videos (ie: your 30-secs infomercial + your 10-mins presentation) are introduced live by us and broadcast *as-live* in the event.

Our in-event team guide speakers during the event and be available for assistance.

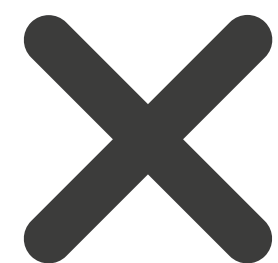
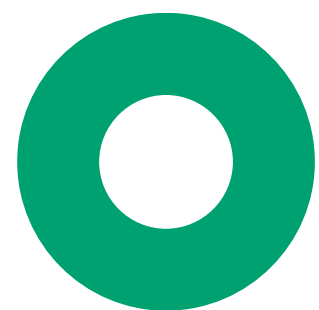
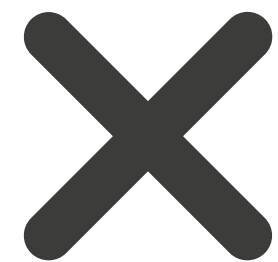
Your speaker (or representative) is encouraged to participate in live chat during their presentation broadcast for a more personal touch and to generate greater engagement with attendees.

We encourage Attendees to visit Partner Breakout Rooms each event morning. **GET AHEAD!** Plan themes and/or a simple activity for your Breakout to generate deeper engagement, eg: deeper-dive into your presentation focus.



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Post-event reporting

We record any live event sessions (eg: Panel Sessions) and will share all recorded content, public chat and Q&A post-event.

We will provide key event data analytics such as engagement, session dwell times, attendee list (GDPR-compliant), survey results and related data - all collected by Zoom Events.

Partner Checklist



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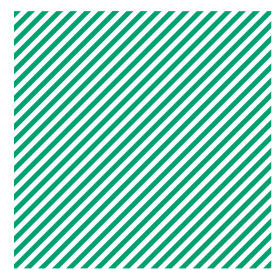
ANY QUESTIONS?
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 01926 956887



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Got a question?



Please get in touch anytime with your questions >>



Marketing - Zoom Events - videos -
speaker/partner support

sophie@lowcarbonhomes.uk
01926 956887

Partner benefits - program planning -
presentation focus/content

graham@lowcarbonhomes.uk
01926 956888



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