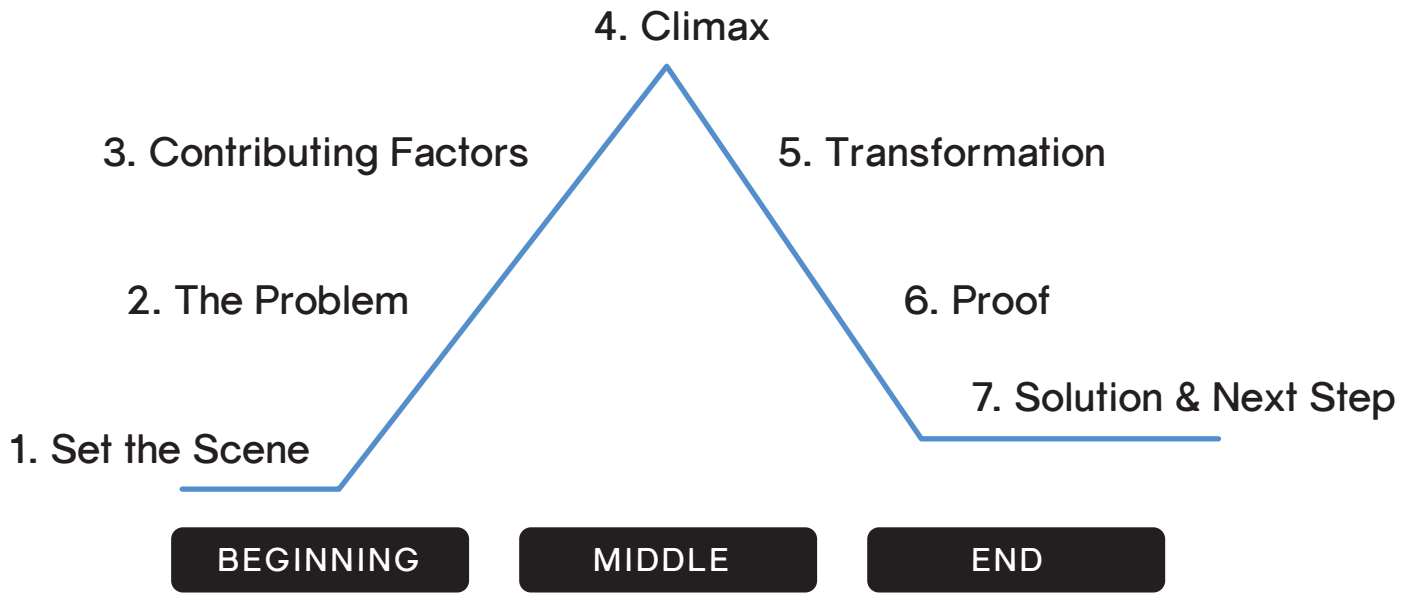
VIRTUAL SUMMITS SOFTWARE
Hosting a Summit is Now Easier Than Ever Before

VIRTUAL SUMMIT STORY ARC



THE SUMMIT STORY ARC

This is the underlying creative narrative that your summit sequence should follow in order to bring your audience from one point of belief to another, with understanding and a motivation to take action to change the problem causing their current situation.

The Summit Story Arc can be elicited in two forms. First, by a great overarching summit arc going from the first session of the first day and ultimately ending in the final session of the last day.

Secondly, it also can be implemented on a daily basis – taking the opening session of a single summit day and arcing the sessions through out that single day from the beginning to the end.

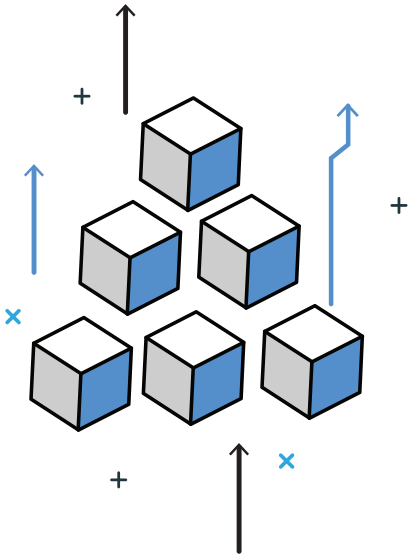
Furthermore, it can also be used as a framework for each individual session inside your Virtual Summit. Setting up your interviews and presentations in a manner that follows this concept of a story arc allows your audience to easily follow the journey you are taking them on, all while being entertained in the process.

This will increase engagement and completion rates while creating a motivated and engaged audience.



© Virtual Summits Software

Ultimately the story arc should be considered and followed to some degree in all aspects of your Virtual Summit to create an enjoyable experience that takes your audience on a journey from a starting point to a new higher level.



Each phase of the Summit Story Arc builds off the previous phase. There is no one phase more important than the others, because if any phase is left lacking the whole arc becomes weak.

Each phase must be strategically planned and built to support the next phase creating an entertaining and motivating over-arching journey.

Throughout this journey, we will open their eyes to their current situation and the underlying problem that is causing the challenges they are facing. We will show them the different contributing factors and, ultimately, what life will look like if nothing changes.

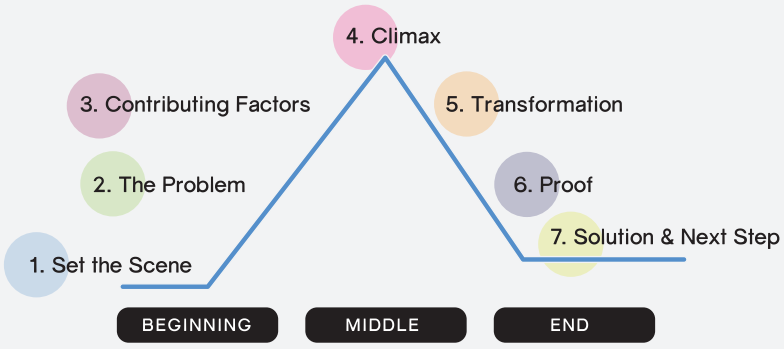
Then – through the transformation – they will see a better world without this challenge, as we solve the problem by displaying the solutions combined with examples of those who have either experienced the transformation first hand or worked directly to help others to create the transformation.

Through this journey their minds will be opened, their awareness will be increased, and their motivation to take action will be at its highest level. This is where they will be given the advice on what next actions to take to achieve this same resolution.

It's well known that our audiences do ***not*** want to be lectured or told what to do. They want to be entertained, inspired, and motivated into making their own decision on taking action.

Through a properly implemented summit story arc, your audience will go from skeptic or disbelief to ultimately asking you eagerly how they can move forward with your solution.





1 SET THE SCENE

The "Setting the Scene" is the initial part of the Summit Story Arc where we show them how the world currently is. This is the opening act that brings awareness to the way things currently are. It displays the normal every day situation in a way that allows the attendee to recognize that maybe this isn't how things should be.

It starts to open their eyes to the fact that this is their reality, but reality isn't the way it should be. This needs to be clear, abrupt, and – to some degree – slightly controversial.

The audience should feel uncomfortable hearing the reality of their current situation, and even to some degree at this point disagree with you that it is actually a problem or should be changed. It is the purpose of your Virtual Summit to take them on this journey of realization and understanding while opening their eyes to how the world should actually be.

© Virtual Summits Software

2 THE PROBLEM

One of the most important aspects of the Summit Story Arc is the problem. This is where we unveil to the attendees that what has been lurking under the surface is this giant, scary, horrible thing that is causing all the pain, suffering, and challenges in their reality in perspective to the "Setting of the Scene."

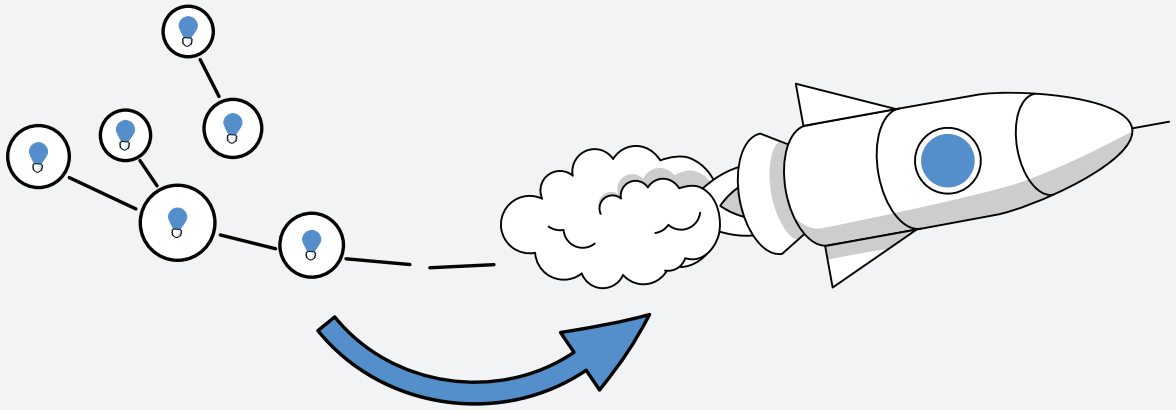
It is important to display this in a manner that accurately inflames and agitates the current situation of the attendee, revealing the ultimate cause of this situation is "The Problem." This part of the Summit Story Arc should elicit an emotionally-charged reaction from the attendees. It's also OK if, at this point, they don't want to believe that the problem exists.

It's the matter of revealing to them – for the first time – that there is a scenario underlying the idea they may or may not be aware of that is creating the pain, challenge, or suffering that they are currently dealing with.

3 CONTRIBUTING FACTORS

This part of the Summit Story Arc is where you begin to build your case on all the different issues contributing to the problem. How these factors are creating an over arching problem and how that problem is actually influencing the audiences lives.

You would have multiple different specific topics discussed that all individually contribute to the problem, showing how it is affecting the person's life and creating this problem of that they have just been made aware.



This aspect should highlight these different problems from experts who have been working closely with the problems. Although there are undoubtedly solutions that can be presented by these experts as well, at this time, the focus should be more heavily on the problems and the negative outcomes or repercussions that are happening from these problems.

The solutions will be a focus at a later phase in the Summit Story Arc. This phase is to initiate worry or concern about these issues and how they are actually affecting the audience's life.

Demonstrating a variety of problems and why they are causing these problems begins to move the audience into belief. The audience can trust that this problem you have presented is actually something that should elicit concern and needs to be addressed.

Using experts to talk through the variety of problems or even the same problem being reinforced by different view points mounts the evidence as in a judicial scenario that this problem you have presented is indeed an issue that must be dealt with.

© Virtual Summits Software

4 THE CLIMAX

In this phase of the Summit Story Arc we are reaching the pinnacle of the story. This is where all the contributing factors have been pointing and that the audience will soon arrive to, if no action is taken.

Ultimately, showing a glimpse into the future through different examples, scenarios, or even previously sustained outcomes from those who did not heed the warnings.

This is like a glance into the future to see the post apocalyptic world that awaits if we do not begin changing our environmental habits:

- Our children will behave like zombies in the future if we do not control proper tech habits
- Every human will be morbidly obese if the food quality is not dealt with
- Our companies will end up in ruble and bankruptcy if we do not change our business strategies
- Our business will soon be closed if we do not see the changing trends in the marketing industries

All of these are simple examples of how we need to paint the picture of what devastation will at some point occur to the audience as a whole; but also individually showing that this is something that needs immediate attention and action.

Examples of previous persons who have come to the same fate even now demonstrate what will be the outcome for us all if we do not address the initial problem.

Everything in the previous phase of contributing factors is taking the audience in this direction, building the case for the impending doom and destruction that waits for you if nothing changes.

This is the point of climax where we must decide to take action or accept our fate. This should create an emotional or intrinsic reaction inside of your audience. It needs to create enough emotion to make them want to make the changes that are necessary. It needs to create enough fear or worry that if they do not change, these future outcomes will be their ultimate outcome.



5 THE TRANSFORMATION

Now that we have created the urgency and the motivation to make change, we now display the mode of change. We show how the world can be in a positive way. How great and happy and perfect everything can be if we make those changes.

We will highlight several specific examples of how certain changes can prevent the impending doom – and actually enhance our quality of life.

This is the light shining through the clouds. This is the rescuer that comes in at the last minute and saves the day. Here, we will highlight different experts giving very specific examples of changes that can be implemented and how that will ultimately change the scenario completely.

© Virtual Summits Software



This is the financial advice that takes the business from the brink of destruction to financial success. This is the marketing tactic that stops the bleeding of the business and ultimately creates an abundance of new clients. This is the single tech habit that – if implemented – gives our children a future of health and wellness. The environmental change that saves the world from destruction and turns it into a flourishing haven of abundance. This is the new way of nutritional supplementation that allows us to live healthily in good shape.

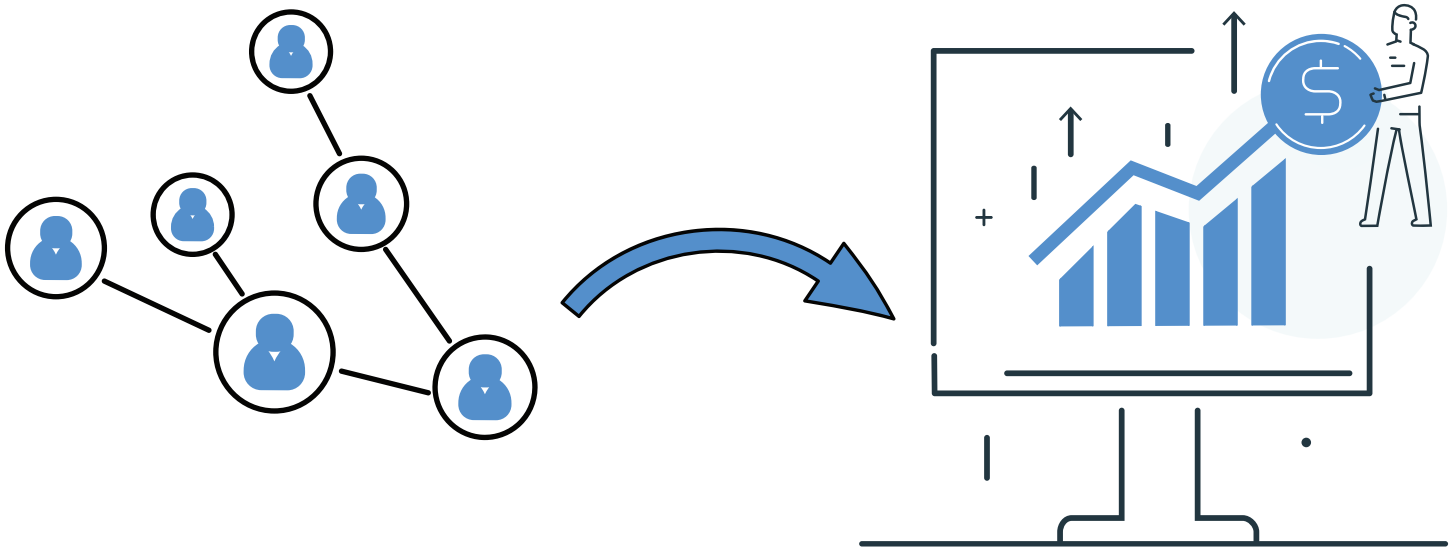
This is the inspiration of hope with single tactics or strategies that can be implemented in order to change what our audience's futures were going to be like to a new bright and happy and wonderful new future.

6 PROOF

Now that our audience has gone from unaware to aware to belief to ultimately concern and ending here at inspired and motivated, it is important to show that what has just been demonstrated can and will be achievable by them individually.

It is natural for most people to believe that an action can happen, but ultimately not to them. We must demonstrate that regular, ordinary people just like them have been able to achieve this freedom from the main problem.

That they, too, can escape the problem and achieve the transformation that has been demonstrated. This is where your Virtual Summit needs to highlight ordinary people who suffered with the same problem and have transformed to achieve the ultimate life of abundance, happiness, and freedom.



© Virtual Summits Software

It needs to create a sense of “I can do it, too” in our audience. Showing them that this transformation is not reserved for the special or elite, but is ultimately available for anyone who is willing to reach out and take it.

We need them to believe that they, too, can have this same transformation and that there is nothing but themselves standing in the way of them achieving it. This is the motivation that will carry them into the next phase of the Summit Story Arc and create the inspiration you need to move forward.

7 THE SOLUTION

This final phase of the story arc is the call-to-action. It is where we reveal the ultimate solution for the audience. It is the next steps that the audience must now take to move forward on their individual journey of creating the transformation that has been demonstrated through the summit.

This is where you walk through the specific action steps to learn how you can help them get to the desired outcome quicker, easier, and better than trying to solve it on their own.

It is the call-to-action to give the audience the final push of motivation to take that next step in their journey of joining your community. You will display the solution you have created, how it works, and the proprietary process that makes your solution so great. Demonstrate how it will get them to where they want to go quicker and easier.

At this point, it is not the primary goal to convince the audience they need or want your solution. Everything previously in the Summit Story Arc should have created this.

The primary focus in this phase is to show the audience that your solution gets them the transformation they want faster and easier than any other option. That – paired with an opportunity too good to pass up – creates an overwhelming desire for the audience to move forward with you on their new customer journey.

IN CLOSING...

Even for those who decide not to move forward with your solution are still at a higher level for having attended your Virtual Summit. They have been exposed to the problem. They have seen the contributing factors. They know the severity of the problem and what happens if they do not take action to change. They are aware that a transformation can happen creating a positive outcome for them. They believe it can also happen specifically to them if they are willing to take action.

All of this combined leaves the audience at a higher point of both awareness and motivation than they were before attending your summit.

Using the Summit Story Arc in this manner ensures that you are creating a positive change in this audience, and that you are leaving the audience on a higher plane than when they first started.

This impact you have created can cause a shift in life for the better for many of your audience. Ultimately, you should be proud and happy knowing that you are creating an impact in the world that will live on in the lives of your audience.

© Virtual Summits Software

Using the Summit Story Arc ensures that your audience will have an entertaining experience as they journey through your summit. It will ensure they maintain a positive impression of you and the knowledge you have presented to them.

It will ultimately separate your Virtual Summit as a high-quality and beneficial event – unlike other Virtual Summits that have just been thrown together without foresight or intention.

So, I congratulate you on your decision and dedication to excellence. I wish you luck and hope that your Virtual Summit will be one of the best events you have been involved with in your business.

If I can ever be of further service to you please don't hesitate to reach out!

NOW GO OUT AND MAKE AN IMPACT IN THE WORLD!



Brought to you by:

DR. MARK T WADE



Founder of Virtual Summits Software
Creator of The One-Day Summit
Host of The Virtual Summit Podcast
Host of Summit Fest Live

Learn more at
VIRTUALSUMMITS.COM

VIRTUAL SUMMITS SOFTWARE

Hosting a Summit is Now Easier Than Ever Before

© Virtual Summits Software