

GUEST EXPERIENCE

NIGHT TO SHINE VIRTUAL EXPERIENCE: WHAT TO EXPECT

We know many of you are likely getting asked quite a few questions by your honored guests and their families such as, "How does a virtual Night to Shine work? Will it be like a Zoom call? Will it be a livestream?" We wanted to share more details with you about what your honored guests can expect, some suggestions for making it even more special and a sample schedule your church can modify according to what you have planned in addition to the Night to Shine Virtual Experience.

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- The virtual experience will be a prerecorded video event. We want to ensure anyone, in any time zone, will be able to view the event from start to finish.
- The virtual experience will be no longer than 30-60 minutes in length.
- The virtual experience will NOT be a Zoom call or live streaming event.
- The virtual experience will be easily accessed via a weblink. The link will direct viewers to a private landing page. Once on the page, the virtual experience will automatically begin playing. All your honored guests will need to do to view the event is click the link! There will be no need to download software or create an account.
- The virtual experience will be compatible on a smartphone, tablet, computer or smartTV.
- The virtual experience will be viewable beginning at 6pm EST but will remain available for a period of time following February 12, 2021 to allow every honored guest the opportunity to view it start to finish or even re-watch it!
- The virtual experience will include a 3D animation, special message drop-ins from some favorite celebrities, music with words on the screen for guests who want to sing or dance along karaoke-style, a virtual crowning ceremony and more! We are specifically crafting this program to be interesting, exciting, stimulating, and fun for guests with special needs and their families. This is something they won't want to miss!
- Every honored guest will receive their Night to Shine Virtual Experience Gift Kit complete with fun favors and, of course, a crown or tiara!

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ADDING TO THE EXPERIENCE

Decorations

Encourage parents and caregivers to decorate the room where their honored guest will be watching the Night to Shine Virtual Experience at home.

- Hang streamers or twinkle lights
- Set up balloons
- Move furniture to create a "dance floor"
- Hang encouraging or celebratory banners or posters and more

Dinner & Treats

Encourage parents and caregivers to plan a special meal.

- Let honored guest pick the meal
- Make a favorite homecooked meal
- Order from a favorite restaurant or takeout spot
- Plan special snacks or treats to enjoy before or during the virtual experience
- Bring out the special occasion dishes or festive partyware
- Decorate the dinner table with a tablecloth, flowers, confetti, maybe some candles... whatever will make their honored guest feel like VIP
- If your church is providing a meal, encourage parents and caregivers to decorate if they can or transfer the meal to special dishes or partyware

Attire

Recommend your kings and queens still dress up for the special night! Whether a guest chooses their favorite comfortable outfit or they want to go all out in a their best party attire, we encourage guests to wear what makes them feel beautiful or handsome!

Music

Encourage guests to keep the party going even after the virtual experience has concluded.

- Create and share a Night to Shine playlist with your guests
- Encourage parents and caregivers to queue up some of their guest's favorite tunes
- Tune into a favorite upbeat radio station
- Suggest a family karaoke contest

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Photos & Videos

Encourage parents and caregivers to take and share LOTS of photos and videos of their honored guest enjoying the Night to Shine Virtual Experience!

- Suggest parents have their honored guests pose for a prom photo in their prom attire
- Take a silly picture or two
- Film a video of their guest walking down a red carpet (or down the hall) while they cheer them on
- Capture their guest dancing or singing along to the music and more

Connectivity

No one wants to worry about technical difficulties on this special night! Encourage parents and caregivers to:

- Check their internet connection in advance
- Test the link to the virtual experience your church shares with them ahead of time
- Conduct a trial run if they plan to cast the experience to a tv or external monitor
- Suggest that other family members avoid streaming other media while watching the Night to Shine Virtual Experience

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SAMPLE NIGHT TO SHINE VIRTUAL EXPERIENCE SCHEDULE

Many of your honored guests may want to know exactly what to expect so that they feel comfortable with the new virtual format. We encourage you to include a schedule in your communication to your guests that outlines what they can plan on and expect in the weeks leading up to the 2021 Night to Shine Virtual Experience. Please keep in mind this is a sample and your church may add or remove items depending on what your church has planned.

- Register for the Night to Shine Virtual Experience by DATE.
- Learn more about the Night to Shine Virtual Experience and what to expect.
- Receive the link to the Night to Shine Virtual Experience. If you click the link before 6pm EST February 12, 2021, you will see a clock counting down to when the event will be available. The event will be available starting at 6pm EST and will be pre-recorded so that no matter what time you tune in Friday evening, you will be able to watch the event from start to finish.
- Pick up your Night to Shine Virtual Experience Gift Kit.
- Decorate the room in your home where you plan to watch the Night to Shine Virtual Experience. Hang streamers or twinkle lights, set up balloons, and other decorations.
- Get dressed up! Whether you want to put on your favorite comfortable clothes or formal wear, be sure to wear what makes you feel your best!
- Attend the Night to Shine "Shine-Thru" drive-thru celebration!
- Double check the link you received to the Night to Shine Virtual Experience and queue it up on your device.
- Check your internet connection and encourage other family members to avoid streaming other content while watching the Night to Shine Virtual Experience.
- Make your favorite home cooked meal or order takeout from your favorite place. Enjoy dinner with your family or close friends before viewing the Night to Shine Virtual Experience.
- **Friday, February 12, 2021 - Night to Shine Virtual Experience!**
- During the event, you can expect to sing and dance your heart out, hear messages from some favorite celebrities, receive your crown or tiara and more!
- Take lots of pictures and videos and be sure to share them with us!