

5 STEPS TO LAUNCH A METAVERSE EXPERIENCE

By Resi.io

- 1. ASSESS YOUR VISION**
Hosting an experience in the metaverse won't feel authentic for every organization and that's ok!

That's why we'd encourage you to first assess your vision and then work with leadership to discern if this type of environment aligns with your existing mission and values.

“The metaverse is not a passive ministry.
Warren Davis, Life.Church

- 2. PICK A PLATFORM**
The metaverse is constantly changing, so choosing a platform can sometimes feel like an overwhelming task. Currently, Microsoft's AltspaceVR appears to be a great place to start when exploring the potential of hosting an experience in the metaverse.

There are also several other exciting options at various stages of access and development, such as Horizon Venues, Horizon Worlds, Decentraland, Roblox, and Stageverse.

- 3. CRAFT YOUR EVENT**
Here's the really fun part—crafting your event! You get to choose if you want to build a venue from scratch, customize a template, or forgo a venue altogether and simply select a place and time to meet up.

From there, you then have the freedom to choose which content will be experienced! Whether you decide to stream your in-person event into the metaverse using a platform like Resi, or host a completely virtual gathering with virtual speakers, you get total control over what content combinations you use based on what will suit your audience and vision the best.

Then it's time to decide what sort of follow-up process you want to implement. After all, this is all about connecting the people attending to something bigger than just a cool event in VR.

- 4. BUILD A TEAM**
Behind the “avatars” you encounter in the metaverse, there are real people, with real lives. That means you need a real team on the other side to create authentic connections, help visitors feel welcome, and foster community through digital means.

There's also the technical side of VR that needs to be addressed. While programming might not be a necessity, it doesn't hurt to have a team in place that can keep up with the ever-changing needs of this very new digital expression.

“Whatever modle you have to help relationships connect and engage, I think could transfer to this space, because a lot of the same rules apply.

Greg Gackle, Life.Church

- 5. MAKE A COMMITMENT**
Like any new endeavor, giving it time to grow is imperative to accurately judge its effectiveness. That's why we suggest choosing a time frame in which you commit to a metaverse experience regardless of attendance, outcome, or external push-back. Whether that's three, six, or twelve months is for you and your team to decide of course!

Having time to experiment, adjust, and refine the experience will help ease the pressure on your team and recalibrate expectations.

LOOKING FOR MORE?

We hosted an in-depth conversation with the team at Life.Church covering the WHY & HOW they launched an experience in the metaverse!

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