

# Events site map overview

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 This article is designated for Kaltura's Flagship Events customers

## About

Building the event site map is one of the first steps when putting together your event experience.

The site map determines the direction of the audience, user flow, and traffic. Plan your event experience by providing a comprehensive event site map including specific details and necessary explanations.

The site map includes the most important pages and helps to explain your Virtual Events structure, making it easier to provide the best navigation flow for attendees.

## Best practices

When creating your site map, think about your audience needs (including your sponsors), your type of content and event theme, and overall visibility. For each page and planned session, envision the level of engagement you would like attendees to reach and the tools you are going to use to achieve your KPIs. More about Kaltura’s Virtual Events Interactive and Engagements are waiting for you in this Knowledge Center.

