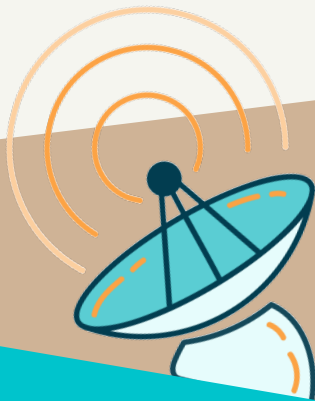
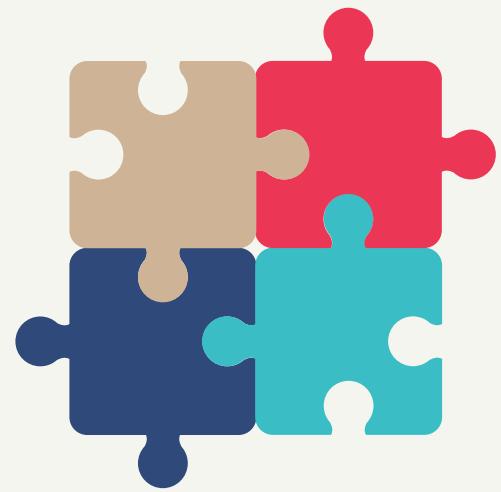


#StayHome

How to organise an online event

INSIGHTS & TOOLS TO RUN INFORMATIVE, INTERACTIVE AND ENGAGING EVENTS



Define GOALS and FORMATS

Virtual events can take many different formats: workshop, webinar, matchmaking event...

Key questions to define yours: How many participants? What level of interaction between participants? What level of interaction with the speaker(s)? What are the attendee's expectations? **What do you want your attendees' to experience?**

Choose good TOOLS

Choose complementary tools based on 5 key capabilities:

- Communicate in real time with **video conferencing** (*GotoWebinar, Zoom, Webex, Bluejean, etc*)
- Engage your audience with **polling tools** (*Slido, Mentimeter, Kahoot, etc*)
- Think visually with **digital whiteboards** (*Miro, Mural, Invision, etc.*)
- Share content with online shared documents & drives (*Google Drive, Dropbox, WeTransfer, etc.*)
- Stay connected before and after you meet with email & chat (*email, What'sApp, Slack, etc.*)



Prepare

- Set up a team to work with you (facilitator(s), speaker(s), tech expert)
- Determine a **timeline** (start 4 to 6 weeks before the event in general) that includes rehearsal and speaker preparation
- Create a script of the event
- Promote the event



Engage

- Provide clear online etiquette instructions (i.e. mute when not talking).
- Keep it simple, short and dynamic. Change what you show on screen every 2-3 min (slide, etc.) ; change of topic/speaker every 8-9 min.
- Enable Q&A's and polling

Follow up

- Send out a wrap-up survey
- Make event recordings available

Pro Tips



Warm-up

In a workshop, begin with a warm-up exercise with polling or a virtual dashboard. For example, ask where people are from. Easy questions like these allow participants to discover the tools they will use during the event.

Breakout sessions

This option doesn't exist with every tool, but is a really great way to have attendees discuss topics or share content in groups for a short period of time during your event sessions. It is possible to assign attendees to breakout rooms in real-time, or to pre-assign them.

Short sessions, high motivation

Remote events allow you to split your content into various sessions and replace intense physical meetings across several days.



Webinar VS. workshop?

Webinars are similar to large conferences, with a "one-to-many" type of communication. Workshops are more interactive and allow participation from attendees in a "few-to-many" or "many-to-many" configuration.

Over-communicate

To make every attendee comfortable in a remote environment, don't be afraid to be extensive while giving instructions for each activity. Show what a completed exercise might look like.

Networking

Various platforms such as *Brella* or *Be2Match* allow to create a larger event within which the participants can organise virtual bilateral meetings with other attendees.

Broadcast

To promote your event to a larger audience, broadcast it live on social media. Use a specific hashtag for your event and share it with your attendees.

Have a plan B

Technology may fail. Have fall-back communication channels and alternatives (i.e. two people ready to share their screen with the same content).

Sources: Zoom, Webex, Miro, Slido and Mural websites, experience of remote workshop organisers.