

Virtual Event Planning and Logistics 101

Strategies for Engaging
Your Members Online

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Agenda

- Introductions
- Benefits of engaging virtually
- Logistics
 - Getting Started
 - Presenter Experience
 - Attendee Engagement
- Resources
- Discussion and Q/A

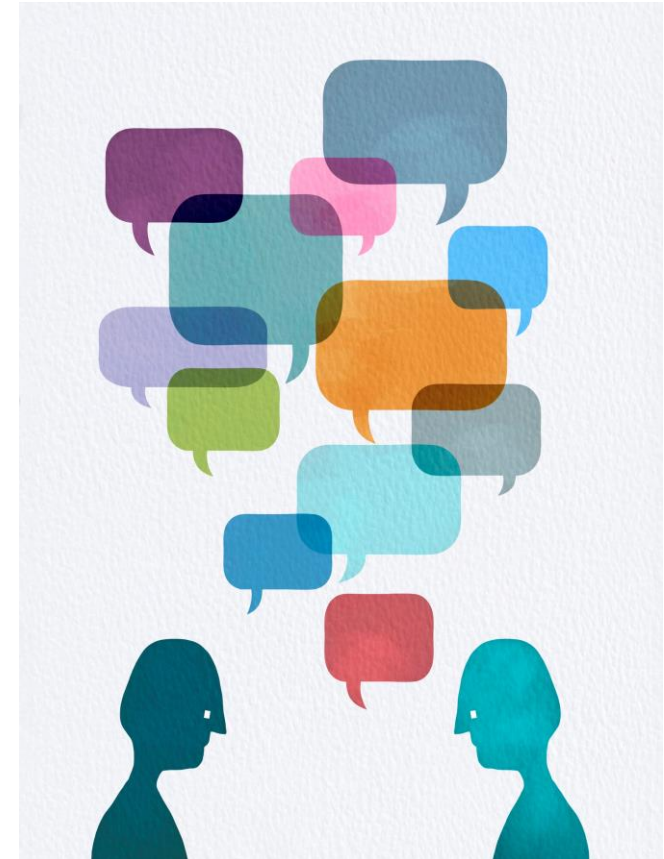
Let's Get to Know You!

Benefits of Engaging Virtually

Why engage virtually?

- Increased accessibility
- Global reach
- Cost Effectiveness
- Possibilities for replication

Leading to Engagement and Retention!



Logistics

Getting Started

1. Choose a reliable, affordable, and user-friendly platform that meets the needs of your Component and audience
2. Ensure updates technical requirements are met
3. Establish expectations for participants and presenters within the context of virtual engagement
4. Create a timeline for the planning process

Getting Started

- **Who** needs to be involved
 - Marketing? Outreach? Tech support?
- **What** is the focus or topic of the event?
- **Where** will presenters or attendees be located?
- **When** will the event take place?
 - Consider time zones
- **Why** are you hosting this event? What is the clear purpose or goal?



Presenter Experience

- Communicate, early and often
- Provide an outline or run-of-show so all involved are prepared and on the same page with how the event will happen
- Give suggestions for interactive tools
 - Remain informed on what these are and what your audience connects with!
- Share accessibility guidelines and any accessibility needs of participants

Presenter Experience - Tips

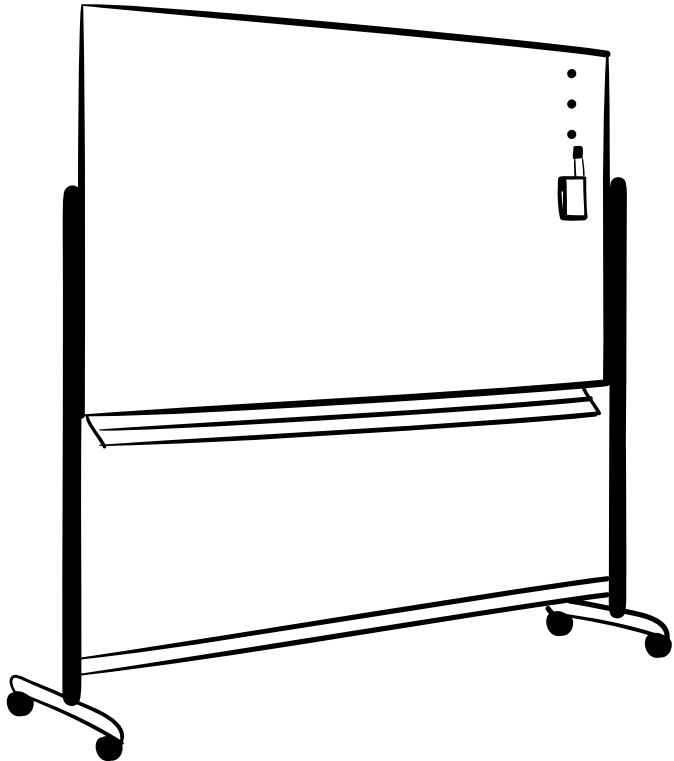
- Keep Content Concise
 - Understand your audience
 - Avoid too much text on slides or handouts
- Practice ahead of time and prepare for tech issues
- Incorporate interaction with attendees
 - Polls, breakouts, pauses
- Maintain positive energy!

Attendee Engagement

- How can you build a sense of community online?
 - Deliver relevant information
 - Utilize data to tailor content
 - Encourage Interaction
 - Engage everyone



Attendee Engagement

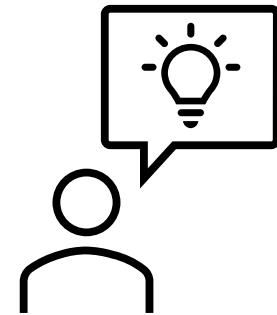


- Examples of interactive tools
 - Mentimeter
 - Virtual whiteboard – Microsoft or Zoom
 - Google docs
 - Poll Everywhere
 - Zoom polling feature
 - AI tools (when appropriate)
 - Kahoot!
 - Padlet
 - Captello

CEC does not endorse any particular one!

Being Prepared for a Seamless Event

- Sharing slides or handouts with participants ahead of time
- Gathering information from attendees on accessibility needs
 - Will ASL be provided?
 - Be sure to enable captioning
- Planning for unexpected tech issues or costs



Relevant Resources

Resources

- PowerPoint template
 - Including support for using [accessibility features in PowerPoint](#)
- Events and Virtual Programming Resources for Unit, Division, and Chapter Leaders provided by CEC
 - [Component Event Support Form](#)
 - Run of show and webinar prep check list templates

Let's Discuss!

Join at menti.com | Use vote code **5156 8956**

Mentimeter

Instructions

Go to

www.menti.com

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Thank you!

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