Virtual Events Guide

With both in-person and virtual events, you need to effectively promote the event, engage your attendees, create memorable moments for attendees, and prove event success. By thinking of virtual events not as small one-off presentations, but as value-added, engagement-driven experiences, you can create an impactful event that extends well beyond a computer screen.

What types of events can be done virtually?
- How-To's and tutorials
- Webinars, workshops and classes
- Behind the scenes tours —Tour your labs, offices, makerspaces, gardens and more
- Expert interviews and panels
- Entertainment performances (Concerts, DJs, dance recitals, etc.)
- Podcasts
- Web conferences—Multi-day or multi-session experiences
- Social engagements (Coffee chats and happy hours)
- Wellness—Lead a workout, yoga class or meditation session

Choose your platform based on your event goal and audience

- Virtual Event Software: (Zoom, Cisco WebEx, GoToWebinar)
  Best uses:
    - Tutorials, webinars, interviews
    - Events that require pre-registration and/or restriction for number of participants
    - Longer format events (>30 minutes)
    - Great for instructional and educational needs
    - More formal events and pre-recorded events

- Social Media (Facebook, Twitter, Instagram, YouTube)
  Best uses:
    - How-To videos, live entertainment, virtual tours
    - Shorter format (<30 minutes)
    - Engage specific followers on your social media platforms
    - Grow followers
    - Less formal events and live events

Encourage engagement

- Do a pre-event survey asking the audience what they are most interested in hearing about
- Ask viewers to submit questions, requests, and suggestions through the chat feature
- Encourage live tweeting
- Create a hash tag to follow throughout the event
- Send a post-event survey to participants to measure success and ROI

Top 10 Quick Tips

1. Market your event using the key selling points your event has to offer attendees. It could be a noteworthy speaker, skill sharing, an opportunity to network, and more.
2. Expect to invest time to market your virtual event, just as you would an in-person event, and of course promote on social media sites like Facebook, Instagram, Twitter and LinkedIn.
3. Consider keeping the event short, around 15-20 minutes.
4. When scheduling your event, check for competing events or holidays.
5. Include a detailed event schedule so that people can tune in to specific content that they are interested in.
6. Good lighting! Make sure presenters sit facing a light source that clearly illuminates their faces.
7. Just like in-person events, virtual events should be as inclusive and accessible as possible; use clear language, large fonts, captions and visuals.
8. Do a test run (or three!) and check network connectivity, audio, visuals, etc.
9. Start on time or even 5-10 minutes early to allow your attendees to connect before the content kicks off.
10. If appropriate, record your event and make it available online for viewing later.