

Online event experiences & graduation plans

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Virtual Fatigue

Takeaways from webinars & experience

- > **Attention spans in a virtual environment are less than half of what they are at a live event!**
 - Clearly lay out your goals & strategies
 - Take time to understand your audience



Virtual Fatigue

Your audience is one click away from leaving

- > **Ensure your message is short and succinct**
- > **Not everyone is good at Zoom**
- > **Control the flow of the event**
- > **Offer virtual community engagement**
- > **Offer collaborative tools**



Virtual Fatigue

Lighting, surprises & staging: typical cues don't exist!

- > **Use a dynamic MC**
- > **Engage audience intermittently**
 - Gamification
 - Q&A, polling
 - Voting
 - Discussion rooms
- > **Treat your presentation like a broadcast tv show**
 - Bumpers & stingers
 - Animated backgrounds
 - Voice-overs
 - Change in location



Virtual Fatigue

Build your team & rehearse!

- > **Who will execute the event & what are the required roles?**
 - Emcee?
 - Speaker coach?
 - Virtual stage manager?
 - Someone to manage Q&A?
- > **Rehearse!**
 - Presenters
 - Graphics & video
 - Clear audio

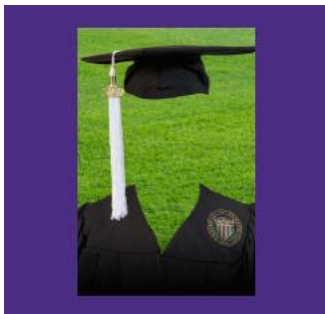


Graduation plans and more...

Maintaining engagement & affinity of constituents

> Commencement

- Celebration box
- Grad yard signs
- Cap & gown filter for photos
- Individual Recognition via digital slides
- Faculty/staff applause moment



ALLYSUN HATTON-BANNISTER
College of Arts and Sciences
Bachelor of Science in Psychology
Cum Laude

Thank you Mom and Dad for all of
your support these last 4 years!

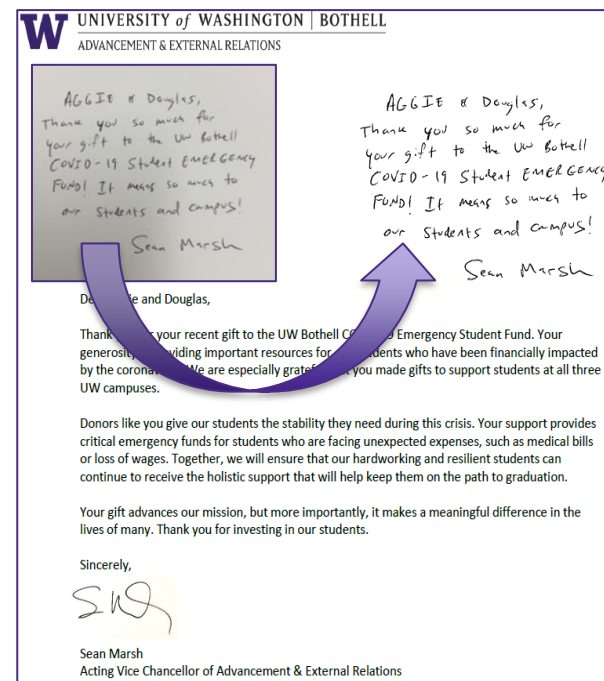
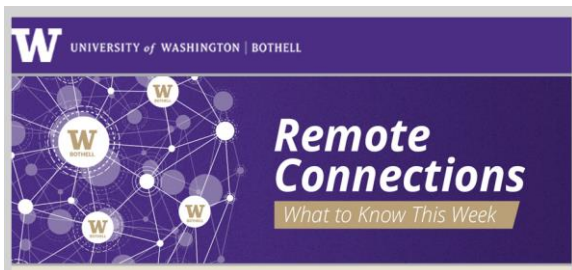


Graduation plans and more...

Maintaining engagement & affinity of constituents

> Advancement

- "Handwritten" thank you notes
- Cowbells for front-line workers
- Donor thank you: Tiktok inspiration
- Small group chats: Donor/Faculty zoom chats
- One on one: Alumni/Faculty discussions
- UW Bothell alumni networking resource



Graduation plans and more...

PIVOT! Look at what others are doing

- > **Tara Brown:**
 - Tuesdays with Tara photography tips; general humor and lightheartedness
- > **Free, Free, Free:**
 - Offer resources and services that will drive people to your website, virtual event, etc
- > **Museum virtual tours**
- > **Balloon Designers**



Resources

- > **Commencement (or individual recognition ideas)**
 - MarchingOrder <http://info.marchingorder.com/>
 - StageClip <https://stageclip.com/>
 - ProPics Processional & Mosaic <https://www.universityofwashingtonclassof2020.com/>
 - BalloonDesigners BalloonDesigners.com
- > **Conferences & Webinars**
 - iModules <https://tinyurl.com/iModulesEvents>
 - PSAV Virtual Events Day <https://tinyurl.com/PSAV-Events>
- > **High production virtual events**
 - Veekast <https://veekast.com/>
 - Swoogo <https://get.swoogo.com/virtual-events>
- > **Digital Whiteboards**
 - Mural <https://www.mural.co/>
 - Explain Everything <https://explaineverything.com/>
- > **Other**
 - 42Chat automated chat bot <https://www.42chat.com/>
 - Great Little Box Company <https://www.glbc.com/>
 - PakMail Bellevue <https://www.pakmail.com/stores/pak-mail-of-bellevue>



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