

A Guide to Hosting Virtual Events

We know that event season is looking a little different this year, so here are some tips on how to use technology tools to make engaging with your audience a little easier!

In this guide, we will go over:

- 1 Small groups and 1:1 interactions
- 2 Medium-sized presentations
- 3 Large event formats

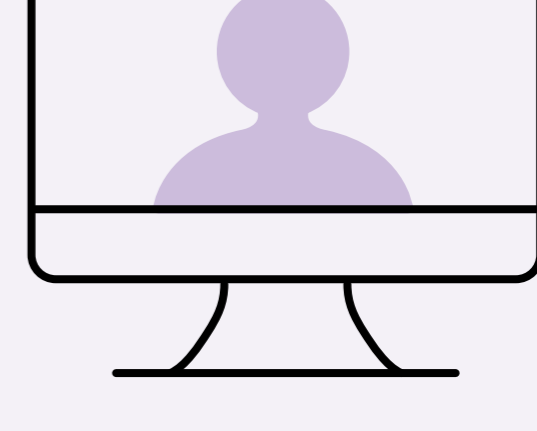
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Best Practices for 1:1 or small group conversations

A little effort goes a long way when it comes to high-quality video calls. We recommend using Teams for maximum security. Zoom, Cisco WebEx, and Skype are also acceptable but you should check with your IT department for specific recommendations. Be especially careful about sharing confidential information via video conference or chat. Conferences may be recorded, possibly with unencrypted audio transcripts and chat conversations. [Visit our Security homepage](#) for more information.

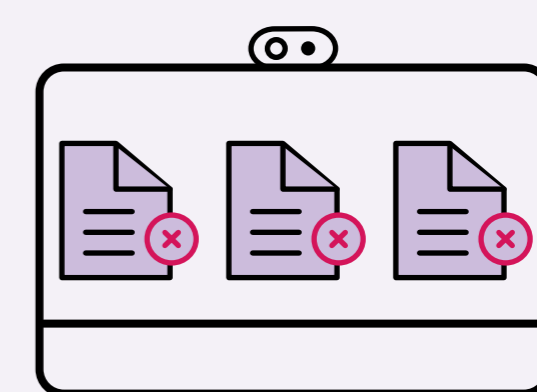
Use a high quality webcam.

If you have the budget, send webcams to your presenters or hosts. [Many webcams](#) now come with an external Mic as well. The better you can be seen and heard the better impression you will make on the listener.



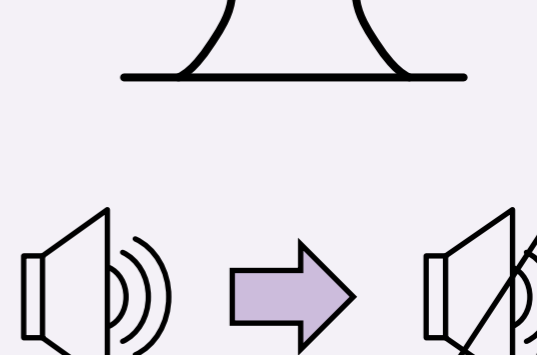
Shut down other applications.

Having a lot of programs open can tax your computer and internet connection and slow the video down.



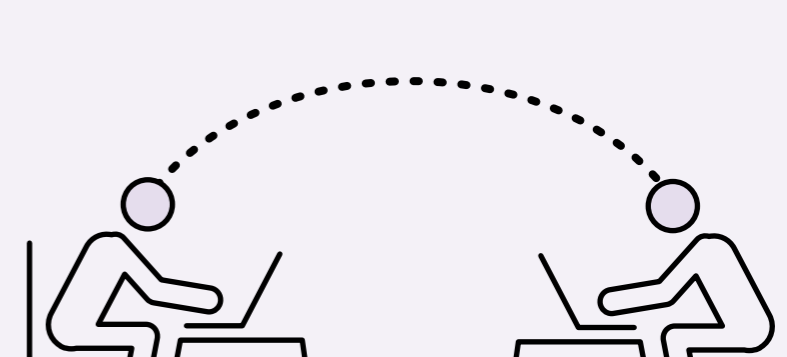
Mute everything else.

If you need to have other applications or web pages open during a video call, make sure that you take the time to mute them or turn off notifications. See this [Teams guide](#) for tips on notification management.



Test before launch!

Set up a call with a colleague to make sure everything is going as planned before your event starts.

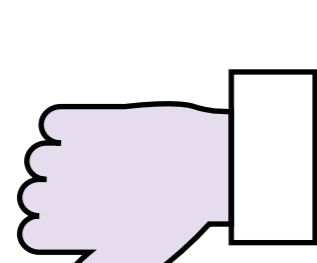
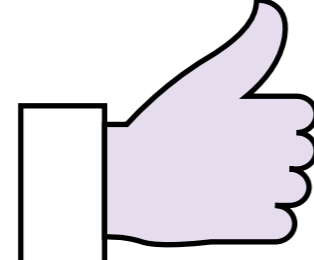


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Best Practices for medium-sized presentations

Take advantage of tool features.

If you want a seamless start to your call, begin with all attendees on mute and un-mute them as introductions are made.



If available in your tool, have your participants interact with Yes/No/Thumbs Up functionality. Just make sure to reset their responses before asking another question.

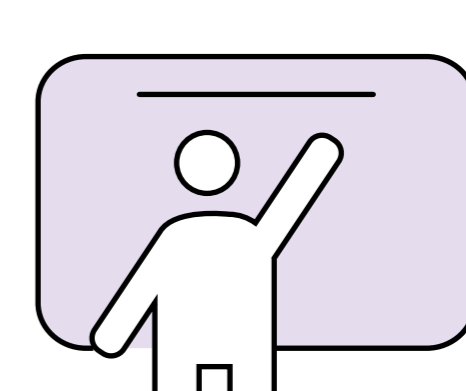
cool slides

Louder pls!

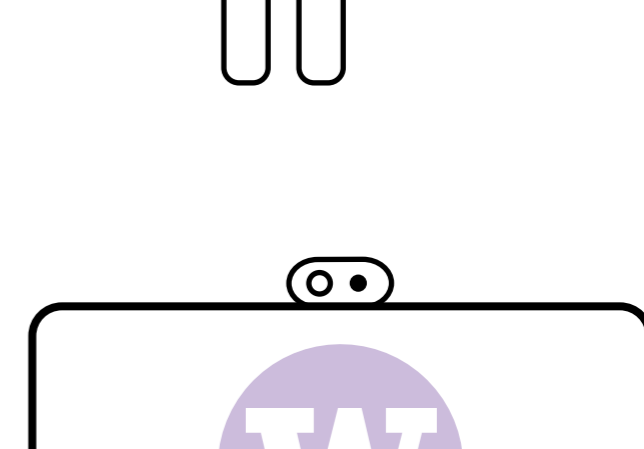
Monitor the chat! Users can send in questions or react to the presenter throughout the call.

Consider visual aids.

Generally, less is more! If you are using a PowerPoint, what's on the slide should support what the presenter is saying, not duplicate it.

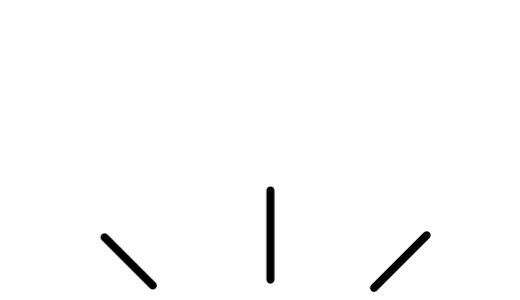


Use PowerPoint templates, especially if you're having multiple presenters or hosting a series of similar events. A cohesive look ensures that participants can follow along!



We recommend starting with the templates on the [UW Brand website](#), or using [Canva](#) for inspiration.

Use Marketo and Cvent as you typically would for events. Well-designed invitations and registration processes make the experience feel seamless.



Make it interactive.

Plan for a few moments when you can ask yes or no questions to your audience.

Teams and other platforms have multiple interactive features built in. Using these can make virtual events seem less like a lecture and more like a conversation.

[Mentimeter](#) is another tool to capture our attendee's thoughts during a presentation.

If your presenters need inspiration, Hans Rosling (whom the new Population Health building will be named for) was a master at [this type of interactivity!](#)

Poll: Do you know the UW fight song by heart?

33%

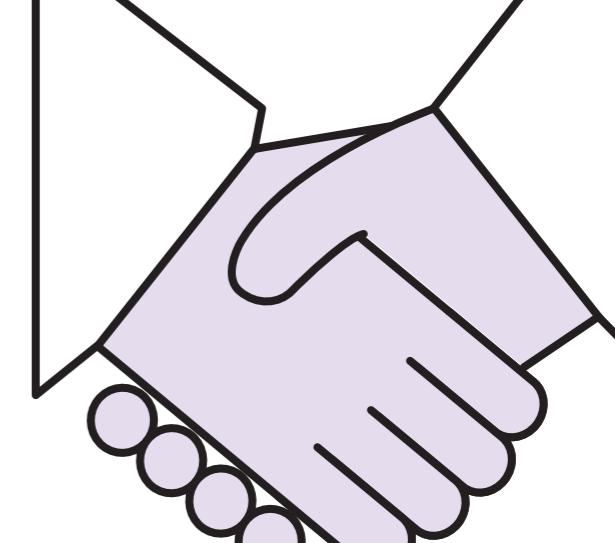
Yes!

66%

I wish!

Have support!

It can be hard for a presenter to both focus on their topic and manage the audience via the tools above. If you have a partner, they can manage the interactions and take questions while the presenter goes through the topic.



Get comfortable speaking into the void.

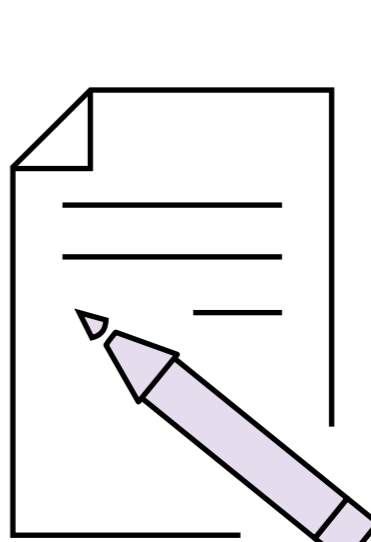
It can feel strange to present without any in-person audience feedback. Practice, be confident, and remember that they'll tell you if they can't see or hear you!

Assume your jokes and emphasized points are landing. You can't hear the *oohs* and *ahhs* but know they are happening.



Ask for post event feedback.

A super-fast survey can help get a better sense of what worked. Could users find the link easily? Could they hear and see well? What was the most enjoyable part?



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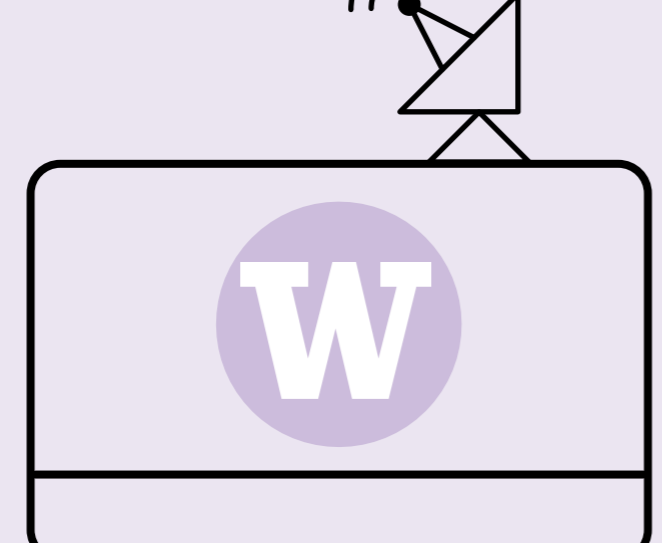
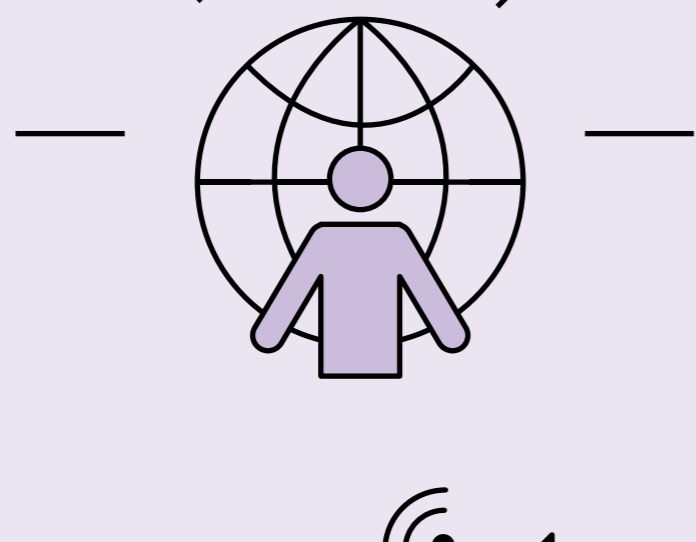
Large Event Formats

Live Stream.

Live Streams can be used for sharing multiple screens and hosting an audience larger than 100 people. You can add speaker titles, wait screens, etc. which gives it a news-broadcast feel.

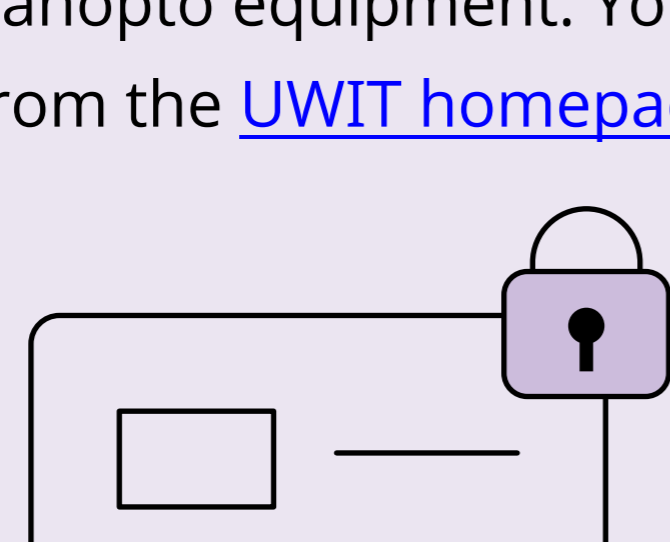
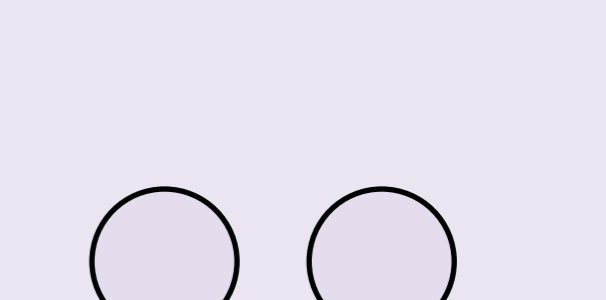
This option requires a fair amount of upfront work and behind the scenes management to make it run smoothly. Make sure to disable any ads and test your set up. However, the payoff is pretty incredible.

This is also a great option if we are facing long term limitations on group contact. [Use a Microsoft Teams Live Event](#), [YouTube Live Stream](#), or ask your IT team about account creation and management for other platforms!



Panopto Capture.

Panopto is a lecture capture tool supported by UWIT and used across UW that allows for live broadcasts and recordings. It can automatically add subtitles and make the video searchable based on what is said in the lecture, as well as anything presented on screen. For future reference, many classrooms and lecture halls are set up with Panopto equipment. You can learn more about it from the [UWIT homepage](#).

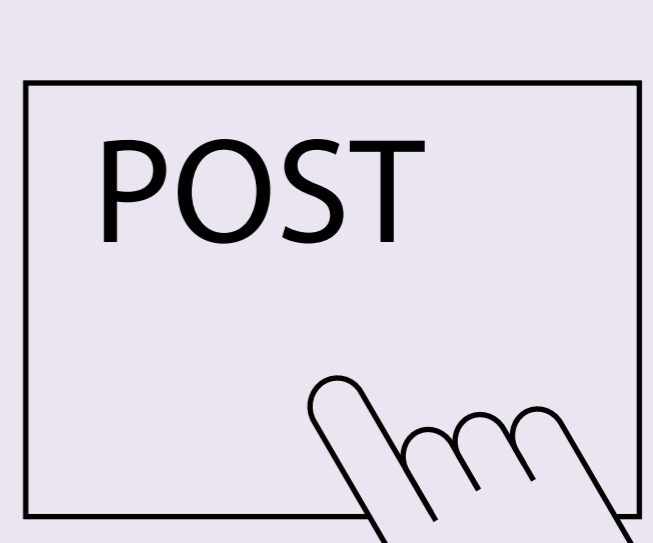


Cvent Integrations.

There are some features of Cvent and Zoom that will integrate to create a smoother event experience for your audience. Consult your IT team before using these integrations so that you can ensure you are not inadvertently exposing private or sensitive attendee data.

Social Media Streaming.

Facebook, Twitter and Instagram all offer live streaming options. UMAC and ASE have some great examples of how to use these platforms to provide more informal interactions with followers. Now might be a good time to leverage these tools if you have accounts already.



Visit the [@uwalum](#) Instagram page or follow [@UofWA](#) on Facebook for inspiration!

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Questions and additional resources

We are happy to field any of your questions if you email advhelp@uw.edu.

How do I get access to Cvent?

We have temporarily paused Cvent trainings. However, we can get you in touch with the people in your unit who might already be using the tool! If your unit is not yet using Cvent, you can contact advhelp@uw.edu for central support. When we do start hosting class again, registration and schedules can be found on the [calendar on our Advancement intranet page](#).

Are you still hosting Marketo trainings?

Yes! Training still requires approval by your unit's User Endorser, which is the first person we recommend reaching out to if you do not already have access to the tool. If you are looking to take (or re-take) a Marketo class that your [User Endorser](#) has approved you for, you can email mktohelp@uw.edu for the link to register. Classes will be held virtually!

What kind of support can I get for my event?

We know that many of you are working around the clock to try and make events work virtually, design registration pages, and send out communications. We are here to support you with troubleshooting, audience uploading, and any other IM tools that you are using!