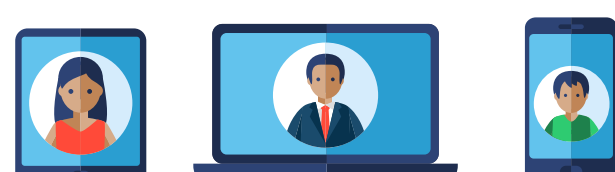


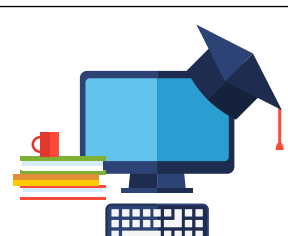


## PIVOTING THROUGH COLLABORATION: *Understanding our options in the transition to online events*



### WHAT IS A VIRTUAL EVENT?

An interactive gathering that happens on the internet which an individual can join and participate from anywhere in the world, once they have access to the web.



### TYPES OF VIRTUAL EVENTS:

1. Online workshops
2. Webinars
3. Virtual conferences/summits
4. Online concerts
5. Virtual meetups
6. Podcasts



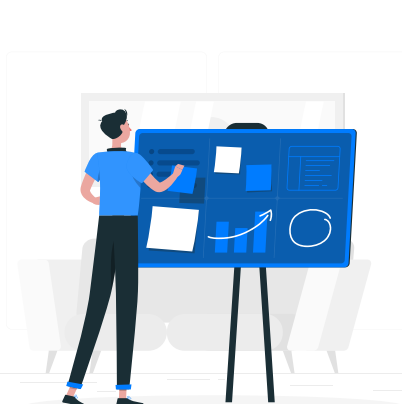
### QUESTIONS TO ASK BEFORE PIVOTING TO VIRTUAL:

1. Can your agenda be translated to a virtual setting, or is an in-person event required for you to achieve the goal?
2. Can your attendees have all the materials they need to attend virtually?
3. Does your organization have staff that can support and manage the technical aspects of a virtual event?
4. Does your organization have a virtual meeting solution to facilitate the online event?



### PROCESS FOR TESTING WITH REMOTE SPEAKERS:

- Ensure all presenters have a stable internet connection
- Test audio and video quality
- Check backgrounds
- Ensure lighting is adequate for video
- Coach presenters/speakers



### FUNDAMENTAL OF PLANNING A VIRTUAL EVENT:

- Define the purpose
- Define the target audience
- Identify the unique selling proposition
- Determine the format of the event
- Determine the right platform for the event
- Select a virtual host/emcee
- Choose an appropriate date and time
- Establish how to engage your audience
- Promote the virtual event

## EVENT STREAMING & BROADCASTING PLATFORMS

### GET TO KNOW THE AVAILABLE OPTIONS & HOW THEY ARE USED BY THE CAMPUS:

- **Zoom:** Closed events to a select, invited audience. Zoom also offers integrations with YouTube to allow for the broadcast of an event to a wider audience.
- **Facebook Live:** Major Campus Events that are public facing e.g. Graduation, Campus Council, Virtual Open Days for Student Recruitment.
- **UWItv** (also on Facebook Live, website and TV broadcast which allows for pre-recorded content): Major University-wide activities and events that align with their programming e.g. Conferences and Symposia.
- **Instagram Live:** Face to Face, one-on-one e.g. Principal Engagement with students
- **YouTube Live:** Student focussed, public facing events, and also closed staff events.
- **Twitter Live:** Like Facebook Live, it can be used for Major Campus Events that are public facing.
- **LinkedIn Live:** This is new option, but great option for Professional Development workshops and student recruitment for Postgraduate Students.
- Test and prepare for technical issues

### PLANNING TO HOST A LIVE EVENT ON YOUR FACULTY OR DEPARTMENT SOCIAL MEDIA PAGE?

Social media live streaming is dynamic, authentic and engaging. The best part is that you don't need any special equipment or tools to tap into the world of self-broadcasting. However, hosting a successful virtual event requires careful planning and collaboration.

Connect With Us at CITS and M&C to help: We are here to support you and guide you through the process and required resources to enable a successful event that best represents The UWI brand.

Email [Marketing.Communications@sta.uwi.edu](mailto:Marketing.Communications@sta.uwi.edu) & [servicedesk@sta.uwi.edu](mailto:servicedesk@sta.uwi.edu)