Producing a Virtual Event

Why should you use zoom?

Today Zoom is one of the most widely popular platforms being used in order to hold virtual meetings and webinars. With a ton of useful features, Zoom is fairly easy to use! Treat your virtual event just like you would treat your in-person event; the Zoom platform is your stage.

Goal Setting

What are your goals?

When planning your virtual event ask yourself what it is that you are trying to accomplish. Are you having a committee meeting with five of your colleagues or are you hosting a meeting where you have panelist involved? How many attendees will there be? These are the questions that will help you determine what version of the platform to use and how to go about planning for your virtual event.

Zoom Meeting vs Zoom Webinar

The chart below will help you identify the difference in capabilities and features of Zoom Meetings and Zoom Webinars.

Feature	Zoom Meeting	Zoom Webinar
# of participants	300	3,000
Content Sharing	All Participants	Panelists Only
Audio	All Participants	Panelists Only
Video	All Participants	Panelists Only
Breakout Rooms	Yes	No
Q + A	No	Yes
Best Used For	Face to Face Meetings, Document Sharing, Interactive Meetings	Town Halls, Product Training, Conferences, Seminars

Elements for a Virtual Event

Where do I start?!

Planning a virtual event is not as scary as it sounds! First, let's breakdown what you need to do first.

1. **Type of Event:** You no longer have a captive audience at your virtual events. Attendees have the option to tune out or tune in. Your job is to create an event that will be interesting and dynamic enough to keep the attendees "tuned in." Determine the

reason to hold this event, and what you hope will be the final outcome. Determine who your audience is, how they will know about this event, and how they will RSVP to participate. Determine what this event will look like; whether it will have speaker panelists, PPT, video elements, interactive activities with the attendees, etc.

2. **Brainstorm**: This is where the planning **Structure of Event:** of your virtual events begins! As you begin brainstorming keep in mind about creating a *Timeline of Events*, *Run of Show*, and a *Script*, if necessary.

   o **Timeline of Events** – Your event timeline will help you cross off items as you get closer to your event. Here you would list the pending items that need completion before your event (i.e. sending emails, the script, PowerPoints, etc.). ***Tip: It is best to assign date deadlines and distribute the work amongst the committee to complete.***

   o **Run of Show** – The run of show will help with the day of your event by keeping your event on track, this is especially important if your pressed for time. Here you will break down minute by minute what should be happening throughout the event. This is also very helpful for everyone to know what is happening on the day of event.

   o **Script** – Scripts are especially important when keeping track of your time. Does your event have multiple speakers? Scripts can help the day of by keeping speakers on track.

3. **Promote:** When promoting your event be sure to give yourself enough time, we recommend promoting at least two weeks before the event. As you create your collateral for promoting your event, be sure to follow the CSUDH brand color palette. Below are a few of the colors available, visit the communications department webpage for more color

PRIMARY PALETTE

BURGUNDY	YELLOW	GREY
Pantone 209 C	Pantone 124 C	Pantone Cool Grey 9 C or Black at 75%
PRINT	PRINT	PRINT
P 66-16 C	P 10-8 C	Pantone Cool Grey 9 PC
C=0 M=100 Y=41 K=58	C=0 M=27 Y=100 K=0	C=56 M=46 Y=44 K=10
SCREEN	SCREEN	SCREEN
HEX #860038	HEX #EFBA08	HEX #75787B
R=134 G=0 B=56	R=239 G=186 B=8	R=117 G=120 B=123

SECONDARY PALETTE

CYAN	NAVY	TURQUOISE
Pantone 312 C	Pantone 302 C	Pantone 7466 C
PRINT	PRINT	PRINT
P 118-7 C	P 111-16 C	P 121-8 C
C=88 M=0 Y=13 K=0	C=100 M=35 Y=0 K=60	C=100 M=0 Y=29 K=0
SCREEN	SCREEN	SCREEN
HEX #009DBB	HEX #00416D	HEX #00B3C5
R=0 G=157 B=187	R=0 G=65 B=109	R=0 G=179 B=197

options, fonts, etc.: https://www.csudh.edu/brand/visual-style/

4. **Rehearse:** Now that your event is virtual, it is imperative that you have a tech-run before your event. During this rehearsal you will be able to make sure that your internet connection, as well as all others speakers, is strong enough to run your event, you will be able to make sure that all PowerPoints, and videos are working properly as well.

5. **Event Day:** Lights, Camera, Action! On event day, be sure to have everyone join the meeting/webinar 10 minutes before the start of the program. Be sure to review your timeline of the event, and event roles in order to make sure everyone knows what role they play*. **Note: Don't forget to begin recording here if you plan to record your event.***

Production Team Roles

What are the production team roles?

An event is never a one-man band, it takes a team. Below is a brief description on the roles for the production team

- **Stage Manager:** The stage manager will play the role of your "zoom host". This person will be driving the direction of your event. They should know what's on the screen and when, as well as handle the Q + A and chat discussion. This role controls the behind the scene movements.

- **MC:** This person will cover welcome announcements, housekeeping rules, panelist introduction, as well as verbalizing the transitions for a smoother flow.

- **Moderator:** Your moderator assists the program by overseeing the chat and Q +A for any inappropriate content, as well as making a list of pertinent questions.

- **Spotter:** The spotter is someone that will attend the event as an attendee to see what your audience sees. This person will alert the rest of the team of any technical issues from the participant's perspective.

- **Breakout Host:** Breakout hosts are useful to have to assist in steering the conversation amongst participants. This role is key as they can help with moderating and making sure that key points are touched.

- **Speakers/Panelist:** Speakers and panelist are always a great element to have. Keep in mind that everyone now spends a lot of time in front of a monitor screen on Zoom calls. So, keep the information short and relevant.

Post Event

My event is over, now what?

"I am finished! I had a great event and now it's over"…Wrong. ☺ Once your event is over, make sure to save all of your documents in order to look back on what your successes were and what needs to be improved.

Use this as an opportunity to send a survey to all of your attendees in order to gain feedback from their perspective. After reviewing your analytics and your survey results be sure to schedule a debrief meeting with your committee in order to share the results.

GOOD LUCK!!