HOW TO RUN A SUCCESSFUL ONLINE EVENT

Prepared by David Longstaff

Positive People

Table of Contents

Identify Challenges

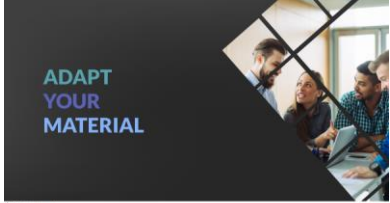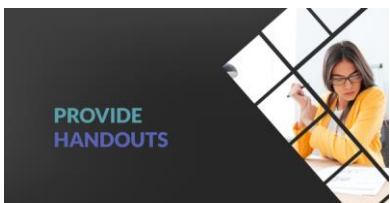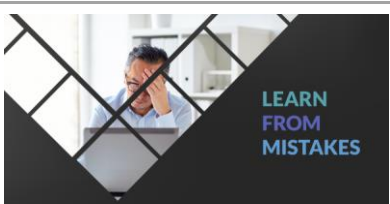There are rea (and perceived) challenges to delivering online events.

Which ones do you think will be the most common; which will be less obvious?
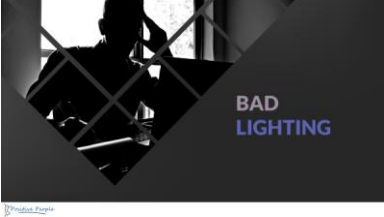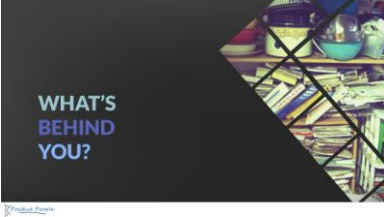
List your challenges below:

Content and Style

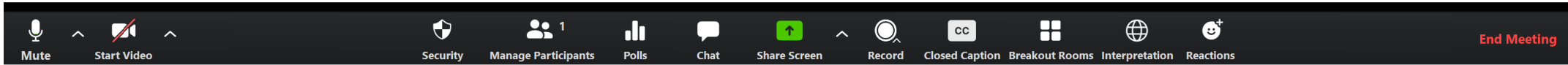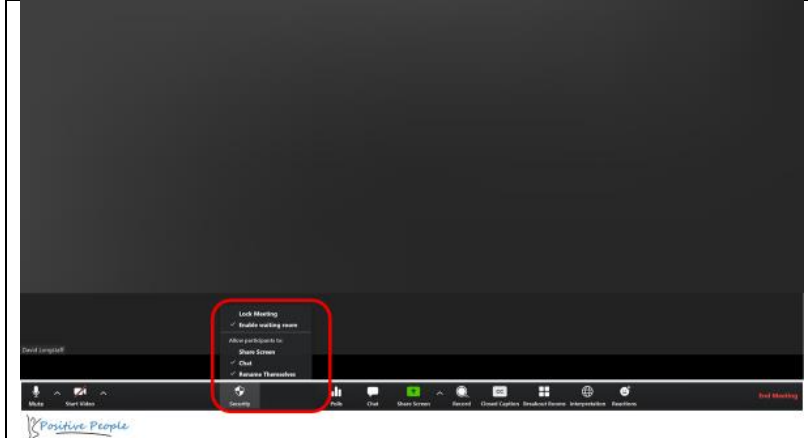| Slide	Presenter Notes	Personal Notes
KNOW YOUR MATERIAL AND PRACTICE	It's important to do this even for face-to-face events, but knowing your material well and practicing frequently in advance will help the flow of the event.	
ADAPT YOUR MATERIAL	Don't assume your face-to-face content will work exactly the same (consider your exercises, icebreakers, energisers, etc.	
80% OF FACE-TO-FACE	You may likely need to reduce the content (to around 80% of face-to-face) from my experience. Break events into multiple sessions.	
PROVIDE HANDOUTS	Many of these comments are applicable for face-to-face events, but even more important when delivering through technology. Provide supporting material.	
LEARN FROM MISTAKES	You will make mistakes – learn quickly from them and don't make the same mistakes a second time (make different ones 😉)	

Maintain Engagement
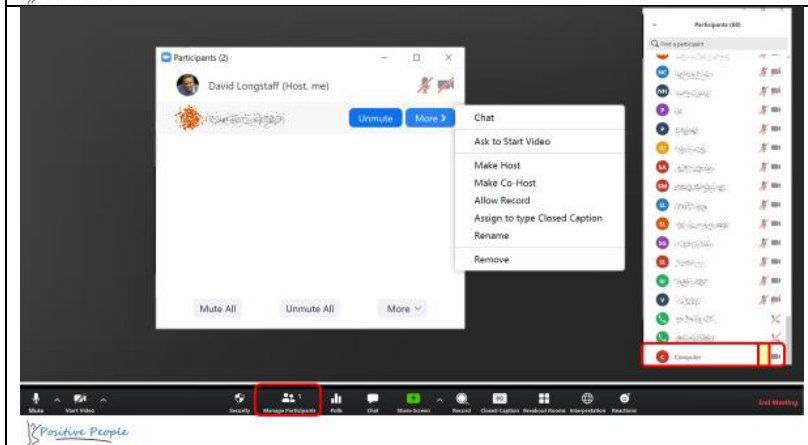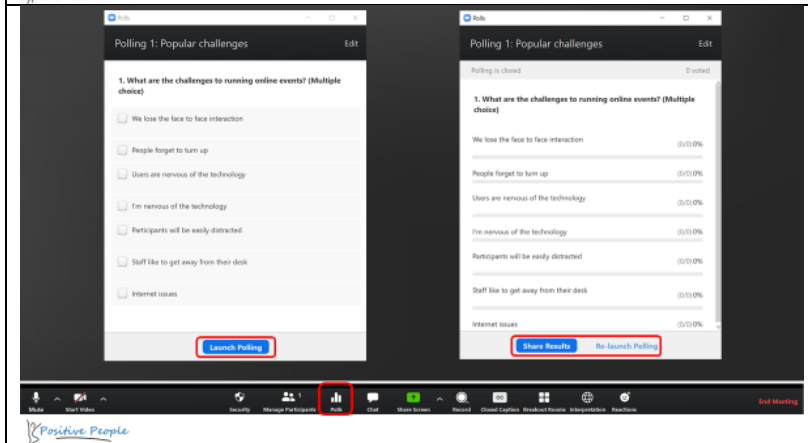
Slide	Presenter Notes	Personal Notes
	Know why your material is important to your audience, and demonstrate that in your presentation. If you don't believe in your content – they won't either.	
	Try to use a variety of media (short videos, audio, etc.) to maintain engagement.	
	Don't do all the talking.	
	Encourage participants to use their video if they feel comfortable, audio if preferred and chat (chat is my least preferred option but okay)	
	Use breakout rooms, but they don't work in all circumstances. Is there a host/moderator in these rooms? Will people know what to do when they get there?	
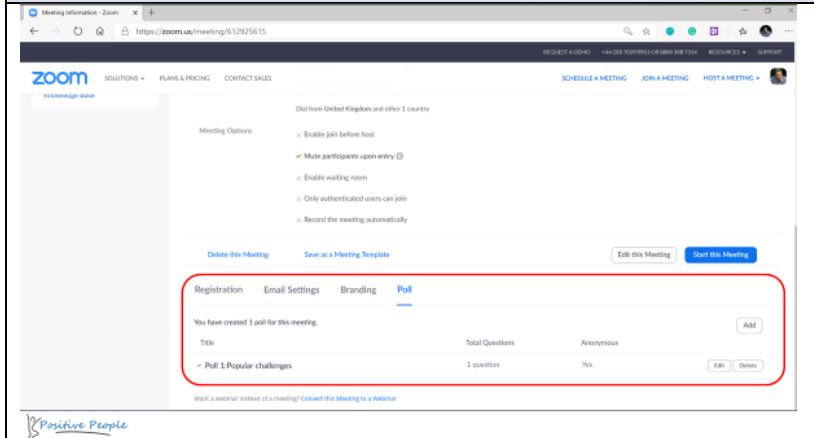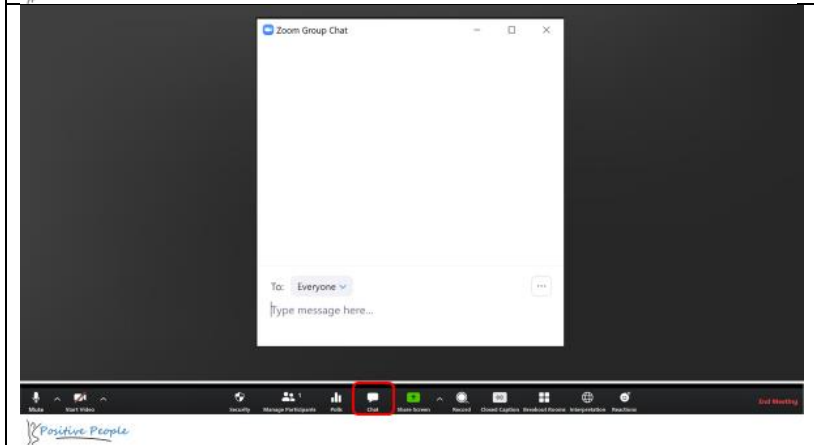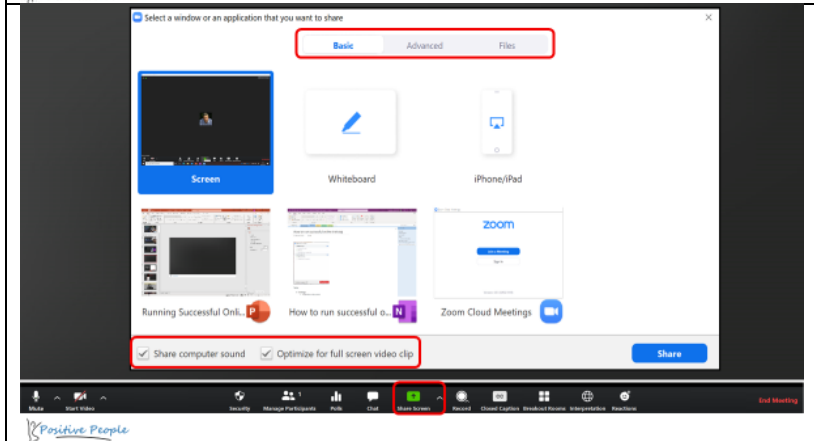
Technology (Zoom)
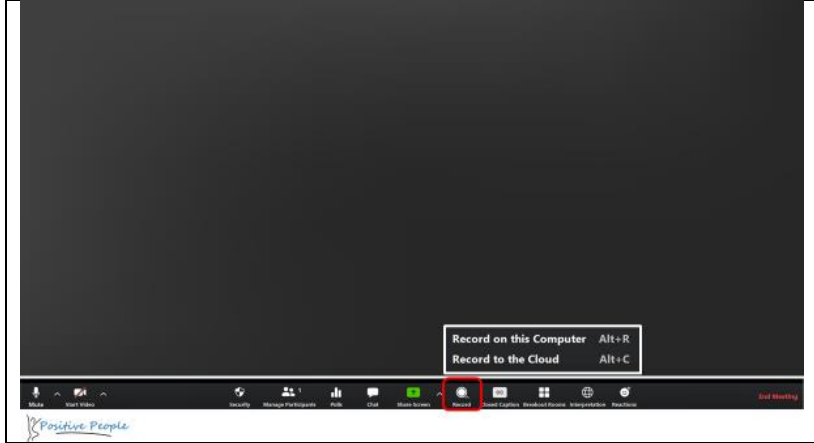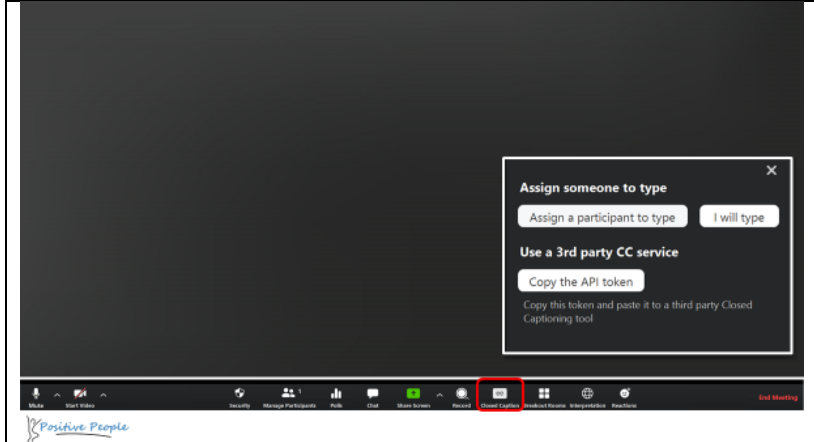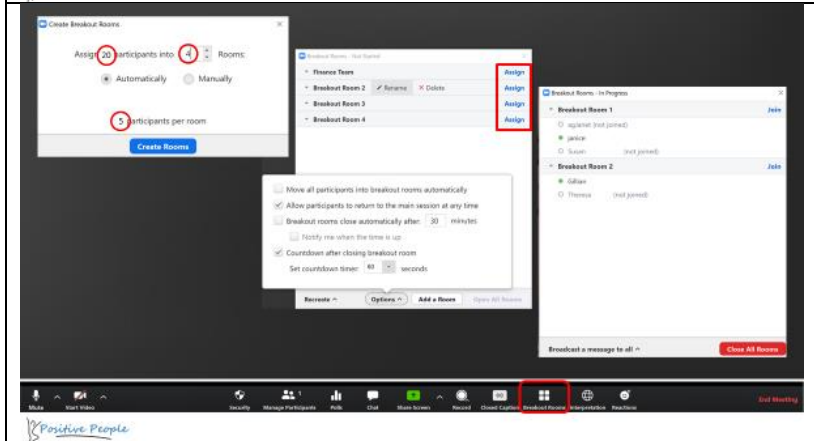
Slide	Presenter Notes	Personal Notes
	Lighting behind you will silhouette you during your presentation	
	Have good front lighting (daylight window, etc.) but avoid streaming sunlight across your face.	
	Be conscious of what is behind you – keep a tidy background.	
	As an option, you may be able to use a virtual background (Zoom has that functionality)	
	If your built-in mic/camera are poor, think about purchasing additional hardware – but there's no need to overspend.	
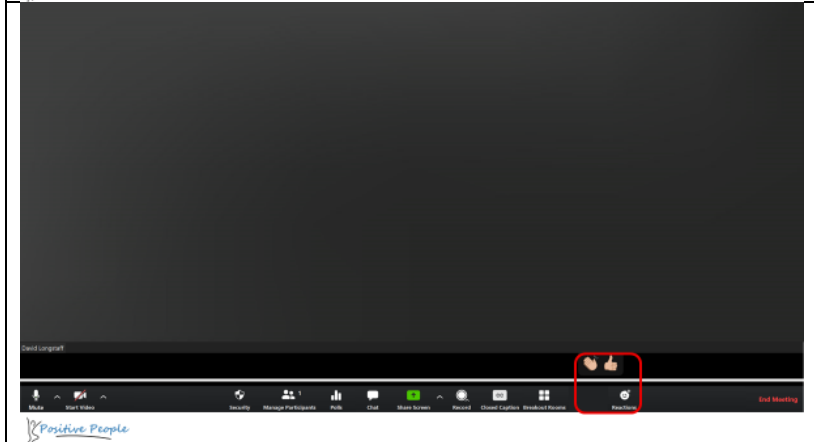
Below is the main Zoom menu from a host perspective. The following screens explain how each function works.

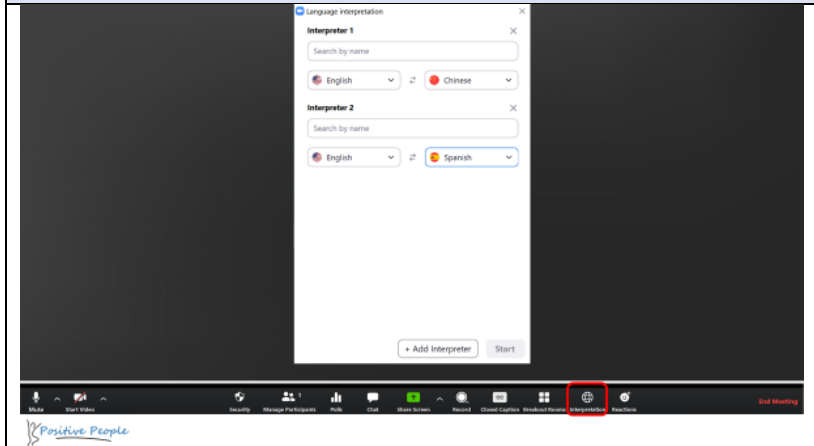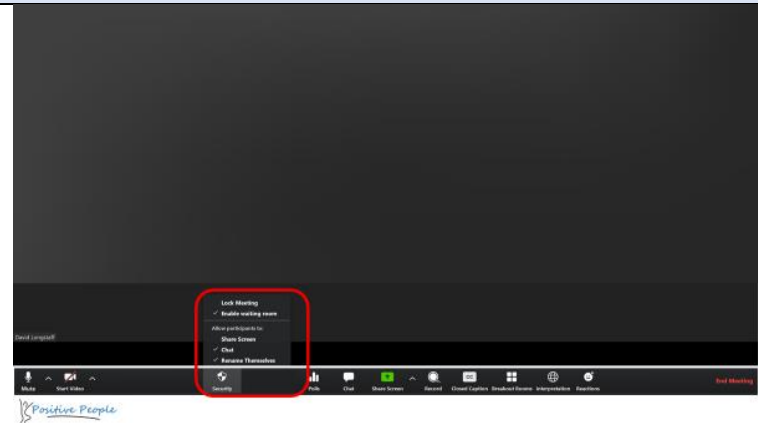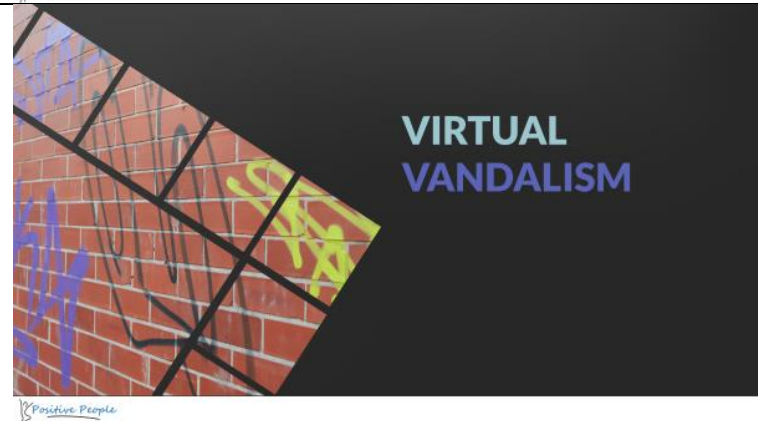| Slide	Presenter Notes	Personal Notes
	The following slides are the host controls (some are also available to the participants). Zoom have now include a quick security button on the host menu (see Security Considerations).	
	You can manage participants – mute/unmute, make them into a host (if they are part of your Zoom domain) or co-host (even if they aren't in your organisation). Co-hosts have many but not all of the menu options in this section. You can allow them to record the event, type Closed Caption, rename or even remove them from the event.	
	Polls can be useful to increase participation. From here you can launch a poll and share results. You cannot create a poll from here – that happens in the meeting creation stage (see next slide).	

Slide	Presenter Notes	Personal Notes
	Create a poll from the meeting creation stage, adding multiple polls and multiple questions for each poll. Please note: default may have pools switched off for meetings and only activated for webinars. You can switch this on in your account settings.	
	Online chat – can be sent to everyone or only specific participants.	
	You can share your screen (or secondary screen) a specific app/programme – if you have a video include the 2 checkboxes at the bottom to 'share computer sound' and 'optimise for full screen video clip'. You can also choose to share a whiteboard and even an iOS device. Additional options let you share just a portion of your screen, audio only, secondary camera or files from a cloud storage location.	

Slide	Presenter Notes	Personal Notes
	You can record the event on the local computer or on the cloud in Zoom's system. Note that the Zoom recording can only edit the start and end time of the video.

However, you can download the video after to import and manipulate in a video editing package. | |
| | You can type Closed Captions, assign one of the participants to do this or link it with a 3rd party CC service. | |
| | Breakout rooms can be very useful in certain situations (see earlier slide). These can be assigned automatically by the system, dividing the number of participants by the number of rooms you create.

You can also create them manually, rename rooms and assign participants individually. While breakout rooms are open, the host can join and move around the breakout rooms to help engage with the teams. | |

Slide	Presenter Notes	Personal Notes
	An advanced feature (which has to be activated by Zoom on request) also allows the host to pre-assign an interpreter to translate from one language to another. The participants can then choose a secondary language to listen to and their preferred language is set to 80% volume with the original language at 20%.	
	The final option allows hosts and participants to give a thumbs up or clap reaction.	

Security Considerations

Slide	Presenter Notes	Personal Notes
	With recent developments, Zoom have added a quick menu option for security. Most of these features are available on other screens and can be set for an individual meeting or all meetings. This option quickly allows the host to lock the meeting to ensure no further participants join and enable a waiting room (staging area). The host can also allow or prevent participants from sharing their screen, using chat or renaming themselves.	
	Zoombombing, not even heard of until recently, is now very common. Virtual gate crashers can spoil your event and even force you to close it through disruption. But you can reduce the risks of them getting into your meeting and the damage they can do if they are able to join your meeting by some simple good housekeeping.	
	On its own, Security by Obscurity isn't a safe option. However, in conjunction with other measures, it is a good first step. If you decide you want to advertise your event on social media, do not post the meeting link; instead provide an intermediate booking process.	
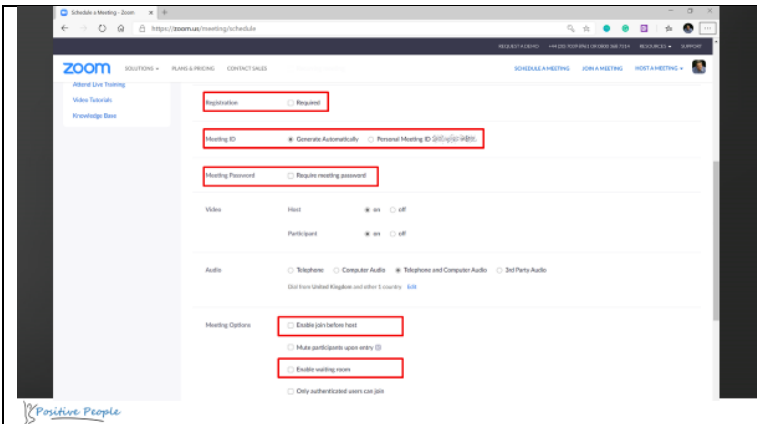
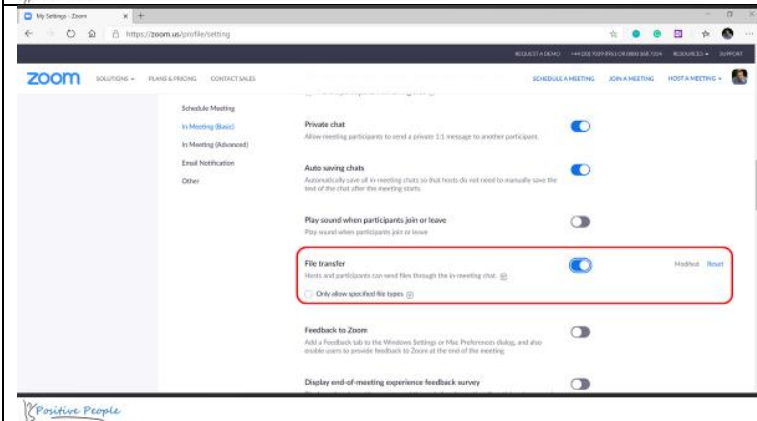|	When creating the meeting, never use your personal ID. Instead create a unique ID for the meeting. In addition, you can consider using registration, passwords and waiting rooms to act as virtual 'bouncers' to your event.	
	If someone were to disrupt a meeting, you can always remove them from the "Manage Participants" tab. In addition, when muting your participants, you can uncheck the "allow participants to unmute themselves" and instead use the "raise hand" feature.	
	In meeting chat can also include a weakness. By default, anyone can send files for the other participants to download. Although the file types can be locked down this can be a potential security flaw as viruses could be sent to others (even .pdf files can be a risk). Consider switching this feature off.	
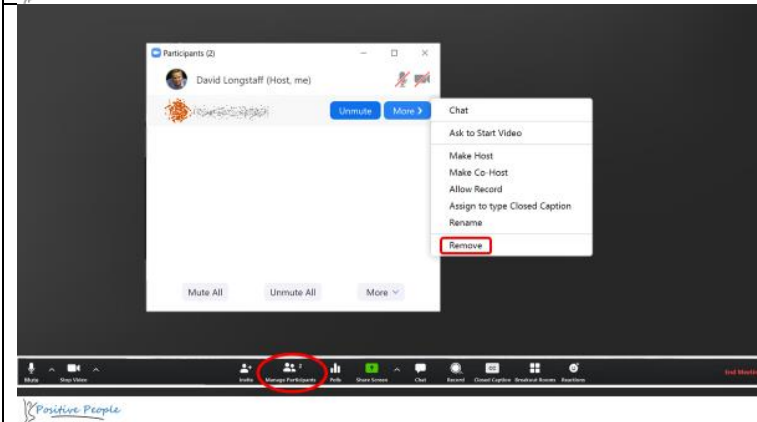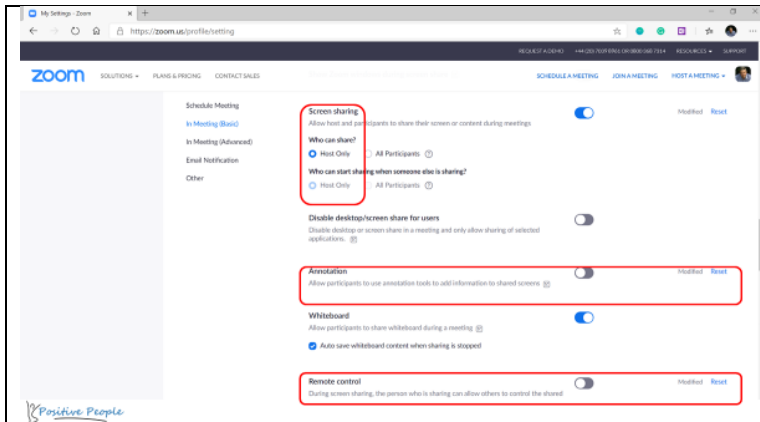
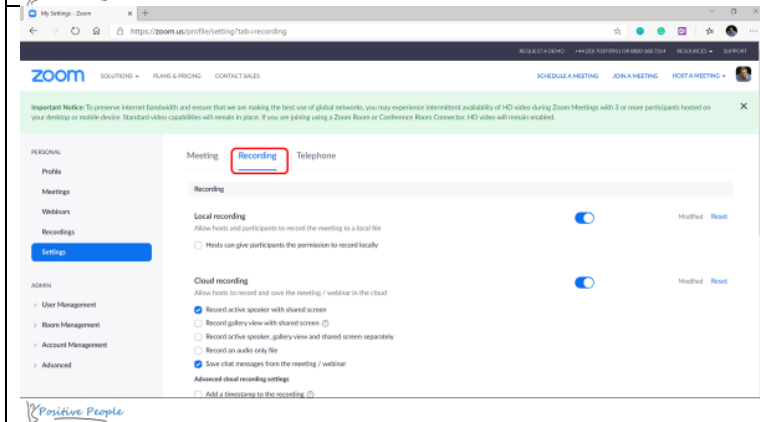|		
	Screen sharing has been abused by Zoombombers, who have shared abusive material and pornography to the invited event guests. By default, participants can share their screen, so you may wish to switch this off. In addition, to stop them from placing virtual graffiti on your screen, you can turn off annotation by participants.	
	Recordings can include other participants video feed, so you may also decide this should be switched off or at least make others aware of that if you are recording the meeting (GDPR). Finally, you may feel that the "attentiveness tracking" in settings should be switched off – instead make your event interesting!	
	Zoom is a great tool. It's easy to use and widely available, and so far, proving very robust even for large events. But it isn't suitable for all meetings. Zoom currently isn't using full industry standard encryption standards, meaning your event, could in theory be compromised. So confidential meetings may be better held another way.	
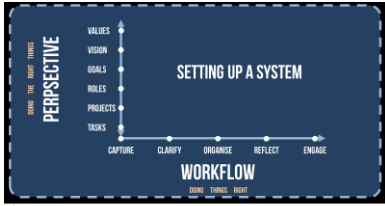
Next Steps …

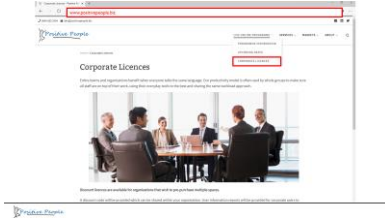| Slide	Presenter Notes	Personal Notes
Core Online Programme	Positive People have delivered very popular our productivity course since 2009 and online (since 2015). Please visit www.positivepeople.biz for more information.	
	The course has 3 elements … **Perspectives** – gaining clarity, focusing on priorities, learning to say "No!" and managing projects. **Workflow** – a logical 5-stage model, setting up effective capturing (not in our head), The Weekly Review, creating to-do lists that work. **Systems** – Setting up OneNote, getting the best from Outlook, maintaining an empty inbox.	
WORKING SUCCESSFULLY FROM HOME	We also deliver 1 hour events to help people to work from home.	
RUNNING SUCCESSFUL ONLINE EVENTS David Longstaff	This session (How to Run a Successful Online Event) is also available for your organisation. We would also be very happy to help you host your event. Please contact us for more details.	
	Corporate licences can be purchased by an organisation providing discounts for large groups of employees who wish to join our public sessions.	
Sessions For Your Organisation	Much of this work is delivered as online sessions for a single organisation or team. Please contact us for more information.	