Virtual Event

A virtual event is one where an individual attends a session online rather than in-person.

Virtual events can be equally effective as In-Person events, the only difference is that there is no physical audience in the former. However, it’s important to note that they may both require the same efforts to make them happen, though costs for virtual events are considerably lower as there are no catering, venue or transport expenditures!
Available **Open source/Free Platforms**

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<th>Platforms for small team meetings</th>
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Planning Fundamentals

Choose an easily accessible Channel.

Advertising the event, understand your target population and use effective marketing channels.

Register Participants, use the event website to collect attendee data to plan a great event.

Create Content, Virtual events rely on content, be sure to curate content that is consumable, present it in the easiest way possible and ensure it's engaging.
Keeping Attendees Engaged

- Live Polling; Pose questions to your audience once in a while as they respond.
- Make use of small groups; Use breakaway sessions for smaller groups to exchange ideas and then present them.
- Encourage Debate; Intense discussions tend to keep participants hooked.
- Q&A sessions; Create time for participants to ask questions as you answer them.
- Live content Presentation.
- Interactive Video Conference; Encouraging Participants keep on their webcams at all times.
- Follow Up; Follow up on questions, exciting topics, and unclear topics.
Etiquette & Protocol for Virtual Events

Organiser

- Share relevant resources and guidelines with attendees.
- Keep sessions brief, a maximum of 4 hours.
- Provide breaks for participants to stretch.

Attendee

- Mute devices when not speaking to reduce abstractions.
- Give thoughtful and genuine feedback.
- Keep your commentary positive and optimistic.
- Introduce yourself and get to know fellow attendees.
- Be genuine with your intentions, that way you will get better results.
- Avoid harassing or abusive behavior towards other participants.
Privacy Concerns

Organiser
- Website Encryption; so that information submitted through your site is only readable by you.
- Only collect relevant information.
- Be sure to use a secure platform.

Attendee
- Use VPN.
- Keep your system up to date.
- Use anti-virus.
- Avoid disclosing very personal information.
Post-Workshop Activities

- Follow up on the social media chatter about the event using a hashtag and give input where necessary.
- Post-event survey to understand participants experience.
- Thank everyone involved both participants and speakers.
- Share meeting outcomes with attendees.
- Make webinars public for those that missed if the content is not sensitive.
- Provide means for continued engagement and networking amongst participants.
Thank You