

Elevate Your Event - a toolkit for digital events

Introduction by Kath Warren, Creative Producer

Welcome to this Digital Events toolkit, designed to guide you through planning your online event, from inception through to delivery and completion.

Throughout the Covid-19 pandemic, digital events became the norm by necessity. However, as our reactivity levelled, it became clear that this new way of connecting and sharing is here to stay.

Online events are a great addition to a new or existing events programme, with many benefits that can't be replicated in person. From allowing outreach to new audiences to overcoming barriers around time and geography to improving accessibility, digital events are an exciting opportunity to bring together and expand communities.

In addition, data driven innovation and alternative online models allow you to capture information and engage attendees in unique ways. Often for no extra cost, recording events provides content for future use, placing more value in organisations and more flexibility in the hands of the audience. Transcription services allow live captioning at the click of a button, improving accessibility, while also giving hosts a full transcript to refer back to. Event platforms usually have registration and poll report software built in, so you can undertake data gathering to understand audiences better. As a result, hosts can consider future business models or income streams with strong evidence to support the work you're doing.

This guide delves into both the technicalities of digital events hosting and the experiential aspects, with detailed guidance and top tips scattered throughout. It has been written with individuals and small teams with no or very little experience planning digital events in mind. If you are new to digital events (or hosting events in general) we recommend researching and attending other events that are similar to

yours. This guide is extensive, but not exhaustive, so there's always more to learn.

If you have some experience planning digital events, this toolkit is broken down into key areas, so you can use it as a reminder of the key planning steps, or you may find something new to you in here! The next section outlines some tips on how to make the most of the guide, whatever your skill level.

We hope you enjoy the toolkit! As with in person events, attention to detail, smooth organisation, and engaged audiences are all key to make online events a success. Hopefully the knowledge included here helps you achieve all three!

January 2021

This toolkit has been collated by Creative Informatics and Creative Edinburgh. We would like to particularly thank Kath Warren, Kam Chan and Inge Panneels for writing this guide, but also extend our thanks to the many participants, collaborators and users who have provided input and feedback.

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HOW TO USE THIS GUIDE

Whether you coordinate regular events or are hosting something for the first time, this toolkit will guide you through the planning process step-by-step.

Here's some tips to get the most out of it:

- Scan the contents and pick which sections are relevant to your event
- Sections are arranged in chronological order, from planning the event through to rounding it up
- Check our **Top Tips** along the way for bonus advice that will elevate your event
- See the **Appendix** for templates you can use in your planning process
- Technical aspects of this toolkit have been based on specific platforms. For the event host, [Zoom](#) (primarily Zoom Webinar); for ticketing services [Eventbrite](#); and for mailing list services, [Mailchimp](#). We encourage you to explore other platforms and find what works for you - see the Appendix for ideas.
- This toolkit isn't exhaustive! It's designed to guide you through the entire event planning process and elevate your event with the tips and tricks we've learned along the way. For more technical advice, explore tutorials provided by event platforms - see the Appendix for links
- The best way to learn is by actually doing it! If you're brand new to digital events, attend others for research, and do a few test runs on your own using the software

1. Planning your event

- What is the aim of your event?
- Who is your target audience?
- When are you hosting?
- Where are you hosting?
- What type of event is this?

This section takes you from a blank page to the stage where you can start making things happen! Get a blank sheet of paper and mind map ideas. These things can be flexible, and you can keep circling back to them until you have a concrete plan. Here are some questions to guide you through the process:

TOP TIP!

Write your goals at the header of all brainstorm documents and put them on display near your desk so they guide every step of your planning!

What is the aim of your event?

Having clear aims allows you to design well and evaluate better. Do you want to educate or inspire attendees? Do you need to get clear answers to questions or feedback on a project? Is networking the main objective of your event?

Who is your target audience?

Bear in mind who you want to be there, what their needs are and the type of event they might enjoy. A less tech savvy might find a one-sided Webinar easier to manage than an interactive meeting, whereas others may enjoy more through engagement and conversation.

When are you hosting from?

Is there a tried and tested time that works for your target audience? Have you checked your preferred time doesn't clash with other events of interest? What energy levels are you looking for - fresh and raring to go (morning events) or relaxed and

unwinding (evening)? A quick bit of research can answer these questions!

If hosting online, you have the opportunity and ability to reach an international audience. This means timings may need to be adjusted across time zones. Also ensure you state clearly which timezone you are broadcasting in any promotions: E.g. UK GMT (UK wintertime).

Where are you hosting?

Is this event to be completely online or can you accommodate a 'hybrid' view where you might have speakers both online and in person? Will you be hosting from an interesting space or venue that you want to broadcast? Will you have to accommodate both in-person and online audiences? If you go fully hybrid make sure you have a host to cover both the online and in person spaces and work out how to communicate across the spaces.

What type of event is this?

Are you having panel conversations, a keynote speaker, a series of presentations? Is the event a workshop or primarily networking? If it's a combination of all, map out rough timings for each section within your allotted time. Can you incorporate pre-recorded sections?

2. Set Up

- Write an event plan
- Write an event description
- Invite your participants
- Set up your registration
- Set up joining links
- Choosing between Zoom Meetings or Webinar
- Use Breakout Rooms
- Using Polls
- Accessibility

The set up process runs from when you start planning, right up to the live event. Each point may evolve and change as you reach certain deadlines. So we recommend this stage should start 4-8 weeks in advance (depending on complexity and speaker availability).

Write an event plan

Start early and evolve this as you go. It should be the team's one-stop shop for times, detailed running orders, team roles, links, and guest information. It should also contain your event description and a detailed description of activities. . If you are planning a lengthy event, plan breaks and consider if you want to have any entertainment during the break time (e.g. a showreel on repeat or music playing). Consider planning ice-breakers (e.g. use polls or chat) to put the audience at ease and engaged, or add short break-out rooms for quick networking sessions.

TOP TIP!

You can set breakout rooms to close after a short time automatically for a quick-fire speed networking

Write an event description

Keep it simple! Having this within your event plan gives something to come back to at every stage, from inviting speakers to analysing the event.

Invite your participants

Contact potential speakers, partners or guests in good time before the event. Give them an overview of the plans, include dates and times and information on fees (if relevant), plus links to relevant websites, and offer a further chat.

Set up your registration

Platforms like Eventbrite are free to use (fees are incurred depending on ticket settings), but you could use any platform you know about and are comfortable with.

When asking registrants for information, consider General Data Protection Regulation (GDPR) on managing data. The best thing is to keep it simple and only ask attendees for what you need to know and be clear about the purpose of the data.

TOP TIPS!

There is a sweet spot between promoting your event well in advance and not too early so people forget about it. Trial and error has suggested four weeks in advance works for Creative Informatics with some reminders along the way.

Whilst you have your audience engaged, you can encourage people to sign up for your mailing list.

Set up joining links

As soon as you decide what platform you're hosting on, set up the link. You can include this in the confirmation email so all attendees definitely have it, then send a reminder email nearer the date. If using Zoom, setting up in advance also gives you time to add polls and organise Breakout Rooms before the event.

Choosing Zoom Meetings or Webinar

Zoom Meetings allows all attendees to be visible and audible on the call. This means attendees can control their microphone and camera and allows for a more relaxed and interactive event

experience. The host and co-host still have primary control, so can mute an individual or 'mute all' attendees. Zoom Meetings are best for greater interactivity and a bigger sense of community.

Zoom Webinars allows only invited Panellists to be visible and audible on the call. Attendees engage by view only, with the Chat function there for interactivity. Webinar also features a Q&A function. Attendees can be promoted to Panellists anytime throughout the event but generally, Panellists will receive a unique to them link prior to the event, organised by the host.

Using Breakout Rooms

Breakout Rooms are only available via Zoom Meeting. They allow you to break attendees into smaller, private groups. Breakouts are best for creating an interactive event experience, replicating the sense of networking or conversation typically found in person.

Breakout Rooms can be used for a variety of things:

- Networking: randomly assign everyone to Breakouts to get to know other attendees
- Activities: interactivity during workshops
- Round table discussions: host organisation can host smaller conversations on set topics
- Private conversation: for attendees / team members who have something to discuss one-to-one

Breakout Rooms can be randomly or manually assigned, with the option to set them up pre-meeting (though pre-assign depends on having the correct attendee emails for the Zoom Account they join with). Attendees are sent to a smaller room while the host remains in the 'Main Area'.

The host can send messages to all Breakout Rooms, rename the rooms, share screen to rooms, reassign attendees at any time, and close the rooms with a countdown (timer preset in Zoom Settings). Attendees can also choose, or decline, to be allocated to a room.

Within Breakout Rooms, the chat function becomes limited to the group within each room, attendees can 'Ask for Help' which calls the

host to the room, and attendees can leave at any time and return to the main area.

TOP TIP!

We recommend explaining briefly how breakouts work for the audience members who may not have experienced it before!

Using Polls

Polls can be a great way to get a bit of quick and simple information from your audience and to help fill gaps in your event. You can ask questions with the option of Single or Multiple choice but only up to 10 answers available. Gather what you NEED rather than running a poll for the sake of it. They can also be nice icebreakers at the start. You can download all the questions and answers after the event.

Accessibility

Online events have the capacity to be more inclusive: there is no need to travel, there are opportunities to close-caption the spoken word (Otter.Ai in Zoom) and the possibility to translate live into other languages. Consider if any or all of these options are required for your event. You can ask your audience at the point of registration if they have any accessibility requests.

For more advice on Accessibility, we recommend looking at resources like [Better Allies](#), talking to local groups like [Birds of Paradise](#), and asking your attendees directly during registration if they have any access requirements.

TOP TIP!

You can spotlight multiple speakers on most hosting platforms so you can have someone performing sign language.

3. Promo and Marketing

- Reach out to your audience
- Social media strategy
- Building an audience and reaching new people

Reach out to your audience

What's the best way to reach your target audience? Use your existing connections, whether that's via newsletter or social media. You can also share a short paragraph, public links and a sample social media post with speakers, hosts, team members, sponsors and partners and encourage them to spread the word around their networks. Make sure you include the Who, What, When, Where and How of the event!

Social media strategy

If you don't have a team member assigned to this, writing a document of content with relevant links ready to share at staggered times before the event ensures regular posts while saving time. Do what you can and ask your network to support you in sharing links! You might want to use social media scheduling software, such as Hootsuite or Buffer for example, to enable you to do this all in advance and release social media content at scheduled times, even when you might be busy!

Building an audience and reaching new people

Utilising your existing community is great, but spread the word even further to increase attendance! You can tag networks or organisations in social media posts and ask them to share, email an invitation directly or attend other events and spread the word face-to-face. Remember you've got something great to offer, so sell it! Don't forget to ask your speakers to promote the event too through their networks.

For more tips on promoting your events, we suggest looking at the [Eventbrite blog](#), researching online, or learning from what catches your eye online.

4. Pre-Event Planning

- Check in with participants
- Email attendees with event information
- Prepare your digital space
- Default Scripts
- Prepare your content
- Host a Tech Check

Check in with participants

Make sure everything is set - check for last minute requests, provide joining links to your host platform and confirm all timings for the live event and any run throughs.

Make sure guests have sent any files to be shared in advance. If any websites are being screen shared, test how well they perform on your host platform especially if they include sound. Even if the speaker is screen sharing, it is good to have a back-up.

If the event is to be recorded, make sure you gain permission from your speakers.

And make sure you have offline contact details (e.g. a mobile number) in case of any tech failure!

TOP TIP!

If using Zoom Webinar, speakers are invited as panellists and have a unique single joining event that allows them to attend Practice Sessions and the live event. This link should not be shared with audience members or they'll appear on the panel.

Email attendees with event information

This should include the joining links and instructions on how to join, a simple running order, and what to expect. It's useful for attendees to know if they're joining a Meeting or Webinar, so they know if they'll be on camera or expected to interact in Breakout Rooms. You can set your permissions to disable cameras or microphones and advise your audience in advance. If the event is

to be recorded, please notify your audience and invite them to turn off their camera/rename themselves if they don't want to be recorded.

TOP TIP!

Audiences like to know what to expect, so give them a brief running order and outline of what the atmosphere may be in a fun pre-event email! This also means they can plan their attendance: for example they may be able to join whilst doing something else if a webinar but cannot commit to joining if a meeting.

Prepare your digital 'space'

Might you need a special background if you don't want people to see your room behind you? You can use an off-the-peg Zoom background, or use a favourite image as a digital background. Or create a slide with the event agenda and download it as an image. That way, you've got key information on screen whenever your host speaks!

If you'd prefer not to use backgrounds, curate the space behind you and fix your lighting so your face is clear and bright. You should also consider how you can mitigate any unplanned interruptions (e.g. postman knocking on the door, housemates popping in for a chat, or dramatic lighting changes).

You can also set up Polls if you want to find out particular queries from your audience or use them as ice-breakers: e.g. where are you joining us from?

TOP TIP!

Test how this will look by launching a 'dummy' event and attending as a participant on a second device, such as a mobile phone.

Default Scripts

We recommend you prepare any default scripts in advance that can be reused for events. For example, a host almost always has to introduce the organisation and event, share housekeeping with

the audience and outline the running order. Have this ready in advance to save time and pressure before each event!

Here's what might be included in the housekeeping list:

- Welcome - what is the event and who are the hosts?
- Running order - whose speaking when, are there breakouts, and are there breaks?
- Request attendees keep themselves muted
- Is the event recorded?
- How do attendees change their Zoom View?
- Where do attendees put questions?
- Who do attendees share tech issues with?
- Can attendees enable captions?
- Will there be a follow up email?

It's also handy to have some filler content to use when filling any unexpected gaps. If a speaker is delayed or there's a tech fault, you could consider filling gaps by encouraging the audience to share any news or details of an upcoming event that might be relevant, or do a quick poll.

You might want to check out some free copyright music platforms and some interactive tools like word maps and [Miro](#) to engage with your audience.

Host a tech check

Tech checks give you a chance to test timings, clarify roles and talk through the running order. Invite speakers for some or all of the run through to test any tech and talk them through what to expect - particularly if they're sharing videos and audio.

You can host a tech check the day before, earlier in the day, or just before you go live - but be sure to leave enough time.

Here's the key things to consider for your Tech check:

- Prepare a running order with start/end/ timings and who is responsible for different tasks. Consider fixed timed slots so if you need to swap around it's straightforward to do and gives you flexibility
- Test any shared content; these could be slides, sound files, video or external website content. Particularly check for sound quality and frames per second. Sharing content directly from source instead of simply sharing your desktop usually is more effective.
- Include any transition time needed between speakers and technical changes (good opportunity for polls and updates!)
- Panellists are sent a *unique Zoom webinar link* and regardless of how many times you need to rehearse the link will always be the same and show the date and time of the actual event (not the run through). This can cause confusion so share a calendar invite of the Tech Check with clear joining. Check everyone has received it and resend as necessary.
- Do you plan on 'checking in' attendees from your event? This can be useful to compare registrant versus attendee figures. Consider how this can be done during the live event - for example, assign a team member to note down attendee figures every 30 minutes.

TOP TIP!

This (Zoom Webinar) link is unique to each panellist and is different to the attendee view-only link. If offering speakers guest tickets, make sure they know the distinction and have the right links for their guests!

Being a Technical Host

To give yourself more confidence in hosting a Zoom event, we recommend giving yourself some time to familiarise with the settings and controls to make sure you have the best possible setup for you. Zoom makes regular updates so sharing screenshots or tips on past experiences can quickly become obsolete.

We recommend the following for testing before the event and during your rehearsal with panellists:

- **Practice makes perfect:** Using your **Personal Meeting Room** – get comfortable with the functions available and have a meeting with yourself! If you have a second device (such as mobile) you can see what others see and prepare your digital space.
- **Testing your tech:** Test your microphone, sharing screen, playing videos and music, and your setup and lighting. Close any background windows you don't need to speed up processes and avoid sharing information you don't want to! There is an option to **Silence Notifications** in your Zoom settings, so you can avoid pings mid-hosting.
- **Host notes:** If reading from a paper, think about placement. Is your paper sitting on your laptop keyboard and the mic is picking up the sounds of the pages turning? Put your laptop on some books to raise it up and this also helps with your camera placement.

TOP TIP!

Consider putting a Post-It note next to your camera saying "Look Here!" so it will appear as if you are making eye contact with the audience. It can feel awkward and unnatural but the viewer experience will be better.

- **Viewing Zoom Webinar:** What the audience sees is not what you as panellists see. The Hosts can force a view for the audience so you are not always on show. If you switch off your camera, you will 'disappear' from view as it defaults to hiding non-video participants, but you can still be heard if unmuted.
- **Sharing Audio:** you don't need to share screen to share sound, simply go to **Advanced -> Share computer audio**. If you're sharing video and audio, make sure you enable '**Play sound**' on the bottom left hand corner of the shared screen menu.

TOP TIP!

Check your volume! What may sound quiet to you might be loud for everyone else. Do a test in advance with your team, or ask the audience how it is before moving on.

- **Intellectual Property:** it's not 100% possible to control audience experience when delivering events digitally. They may be able to record or screenshot the event without you knowing, so consider your Intellectual Property and watermark any images as required.

5. Live on Air

- **Broadcasting: Prepare you settings**
- **Recording and Copyright**
- **Roles & Responsibilities**
- **Closing the event**
- **Troubleshooting & Mishaps - when everything goes wrong how to still continue**

Broadcasting: prepare you settings

Remember all the time you've practised to get your settings right during the Tech Rehearsal? You'll have to do it again if you end the Practice Session, so give yourself at least 15 minutes before broadcasting to get set up. Things you may wish to do are:

- **Renaming yourself:** consider what the audience sees (and is recorded) - use hashtags, social media handles, or add your organisation after your name.
- **Arrange your screen:** set up your screen so you can see the Participants, Audience count, Chat as a sidebar - it helps to have everything ready at the click of a button. You can arrange your screen this way by not having Zoom on full screen and clicking Chat and Participants so they appear on the side.
- **Sharing your screen:** are you confident with what you need? Single screen, full screen, partial screen, dual screen are all options.

TOP TIP!

If you share your screen, you can lose sight of the key controls. Allocate this role to someone else, or have a second device that allows you to keep an eye on things!

- **Sharing sound only:** is it ready for guests arriving? And check the volume if so!

- **Spotlighting:** you can spotlight more than one person so you can have a dialogue on screen. Accessing the function through the [...] on each video and by the participant list.
- **Enable video, but cover your camera:** hide yourself if appropriate, but use an infographic as a background so the audience see the right information

TOP TIPS!

Spotlighting can be used for multiple things. Keep your camera on, but a sticker over your webcam, then use an infographic as a background. When you spotlight yourself, audience members will see it, but not you!

Remember - you can only spotlight someone with their video on.

- **Opening the virtual doors:** when everyone is good to go, hosts can press the big button they have on the screen to **START WEBINAR**. If you are hosting a Zoom Meeting, ensure you have the **Waiting Room enabled** so you can give yourself time to prepare before admitting attendees.

TOP TIP!

If your speakers are nervous or have a while to wait, why not open a Breakout Room for them as a 'virtual green room'. They can prepare there without background noise, and you can close the room when it's nearly their time to present!

- **Starting the event softly:** it will take a few minutes for the audience to join so allow yourself a few minutes at the start before beginning the agenda. This is a good opportunity to advise if you have or will start recording the event (you can choose to pre-advise with the link), any housekeeping or running order. Chat is also recorded so remember to tell the audience.

TOP TIP!

Make sure you tick the option to View Participant Count so the audience and the panel can see how many people are in the audience

Recording and Copyright

You can start and pause the recording at any time. In the settings before starting the webinar you can choose to have a Gallery View, Speaker View and Audio only. We recommend all options as it allows for editing and soundbites that can be subtitled later.

- **Pausing recordings:** if a speaker asks not to be recorded, you can state this (which can act like hitting the slate) and pause the recording, then resume when ready. This will allow an easier transition or editing later keeping everyone aware in the audience too. Don't be afraid to speak and interrupt if this will keep the flow of the event.
- **Copyright:** using background music can really help lift a mood, fill in spaces where there is a break and be a nice cue for the audience for when things are starting (like the lights dimming in the cinema – remember that?)
- **If you do play music, don't record it** as you can infringe on copyright if you share the recording later. Consider copyright free music, pausing the recording, or working with an artist who gives rights to use their music in exchange for promotion

TOP TIP!

There is plenty of royalty free music online. Explore online and listen ahead to find tracks that suit your event!

Roles & Responsibilities

There are three key roles you may wish to consider when running your online event.

- **Host on show** – this is the Compere, MC or DJ role! They introduce the audience to the event, share housekeeping tips to improve audience experience, and more info on how to access the various functions. This role can be the same as the Chair and it's a good person to encourage use of Chat function when not speaking. They are the most visible to the audience. This person shouldn't have too much tech or participant liaison responsibility on the night so they're always on hand to jump in and host if there are any issues.
- **Tech host behind the scenes** – they keep an eye on participants and make sure everyone is ready when they're needed, and set up the webinar as required (spotlighting, gallery view, launching polls). This person can also keep time, tracking the running order and regularly review the overall picture. Often they can stay off camera, but they unmute themselves to give instructions such as pausing recordings or flagging issues to the main host.

Both these roles should have the capability to remove any audience member for the event or move a panellist to the audience in case someone shared the wrong link.

We recommend you ALWAYS have two allocated hosts in case of connection issues. The Zoom Host will start the meeting and can allocate any subsequent people joining as co-host by right clicking on their video and enabling the setting.

- **Placed audience member** – it's useful to have someone from the team in the virtual audience. This way, they see what the audience does and can advise the Technical Host on any issues. This role is good for someone who is also posting on social media or keeping an eye on email inboxes as they're usually busy and not required for live hosting anyway. This person can also be active in the chat function to encourage engagement.

It's useful to designate a specific chat space away from the event platform to discuss any issues. For example, have a team WhatsApp or Slack chat on the go that's only used for key information or emergencies. Make sure everyone knows this is the protocol!

Closing your event

Take some time to thank the audience and share any useful links in the chat before people leave. Are you hosting more events? Do you want them to fill in a feedback form? Mention it in person, then follow up later as a reminder.

Remember to stop recording!

The Tech Host can slowly evict people from the event by clicking on their name and removing them (under Participants if in Webinar mode). Once the audience has been removed, we recommend that panellists remain in the event space and the Tech Host can lock the event so no audience can return. This gives a nice chance for a team debrief!

TOP TIP!

If you haven't chosen to record your event, you can Save Chat so any comments can be reviewed after the event.

Troubleshooting & Mishaps - when everything goes wrong how to still continue

- **Video lags or is out of sync:** video lag can/does/will occur so be prepared for sound and image to go out of sync. Remember audiences understand and are generally forgiving, so stay calm and simply explain any tech issues and what you're doing to resolve them. You can also share links to speakers' other content so their work can be explored in the highest quality post-event.
- **Running behind on time:** agree in advance how you'll communicate time checks and issues between participants.

If someone is reading from a paper or has share screen as their main view, they are less likely to see messages and might miss your subtle wrist tapping! If you use the event platform chat but have a super engaged audience, messages might get lost. What works for one person won't for another, so discuss at your Tech Check what people respond to best and stick with that option.

- **The internet crashed!** Don't worry, your audience will see it all happening live, so apologise for any changes and move on - it happens.

If the tech host loses connection, having a co-host assigned is important so the meeting remains online. Make sure the team knows who'll hop in in this instance.

If a participant loses connection, consider being flexible with the running order. For example, can you jump to the next speaker, bump Q&A up the agenda, or take a quick break while things are resolved?

You could also have filler content like polls or Q&A ready while Tech Hosts resolve the issue. Mostly, it's important to remain calm and try to fill the air: there is nothing worse than a deafening silence!

- **They're not responding to my message!** Even if you use the planned method of communication, sometimes participants or team members will just be too focused to respond! If there's a major tech fault, it's best just to unmute and politely interrupt. If it's something minor, be patient - they'll likely see your message in the time you need it.
- **Zoom is down/our team is all stranded/our key speaker can't join - what do we do?!** Well, that really is out of your control! If there is simply no solution to an issue, it might be best to postpone the event, just as you would in person. Most important in this scenario is staying calm and communicating clearly and promptly with your audience and participants. Email all registrants directly, but you can also use social media to get the word out faster and wider.

6. Aftercare and Evaluation

- Aftercare
- Downloading your Data
- Follow up mail
- Evaluation

Aftercare

It can feel odd and isolating when performing to camera and then suddenly to be left alone in your home. It's nice to have a few moments to say thank you to your speakers and technical team, and share any comments or feedback before ending the virtual session. This gives each person a moment to take a deep breath and share their experience and gives the hosts an opportunity to understand how successful the event was immediately afterwards!

Downloading your data

Zoom comes with a few options for analysing your event. Data can be extracted from polls, Q&As, chat, and attendance figures (with permission in advance).

You can locate these under your Account Management settings under 'Reports'. Download these immediately afterwards so you won't forget and then you can take your time to review the content at a later date.

Don't forget to download the recording and upload ready to share with the audience too

Follow up email

Whatever the nature of your event, a follow up email ensures great audience experience. Your follow up may include:

- A simple thank you
- Links to connect with you and your participants
- Evaluation Form
- Follow up resources e.g. the event recording and recommended reading
- Info on your upcoming activities

This can go out a day or two after the event. If the recording won't be ready, let them know that'll be delivered on a separate date and share whenever it's ready.

Evaluation

Did you use a live social media campaign when the event was live? What was the response like? Were there useful comments in the chat regarding the event? Did anyone email to follow up with you? This is all useful data for understanding your event impact.

From the Zoom Reports you can download the Attendee Report and check this against the Eventbrite bookings for example, to give you accurate attendance retrospectively. This is important if you wish to send feedback forms or share information with the audience.

You can also use the Poll data if you used these to ask particular questions around location/geography or sector data for example?

Consider sharing a short evaluation survey, with a closing date, to help understand what worked and what could be improved. Don't ask too much, and keep it simple - a simple 1-5 rating scale and an invite to share their favourite or least favourite part of the event gains useful feedback without disengaging anyone.

It can also be worth scheduling a bonus follow up the next day or week with your team, so you can honestly and supportively reflect on what went well, what could be improved, and what are the plans for the next steps! Writing a short and concise report is also useful for logging this for reference before your next event.

TOP TIP!

The shorter the survey the better, and the sooner it goes out the most responses you'll get! Pre-schedule the evaluation to go out as soon as the event ends, then send a reminder in your follow up a day or two later.

7. Appendix

Useful Toolkits

Creative Informatics Guide for Online Events (12 August 2020)

<https://zenodo.org/record/3980961#.YBglKej7SUl>

Eventbrite Blog

<https://www.eventbrite.co.uk/blog/tips-and-tricks-to-hosting-a-successful-online-event/>

The Space's Online Audiences Toolkit | The Space

<https://www.thespace.org/resource/spaces-online-audiences-toolkit>

Access to online events, meetings and more | The Space

www.thespace.org/resource/access-online-events-meetings-and-more

Technical Tutorials

Zoom's Own Tutorials (very good!)

<https://support.zoom.us/hc/en-us/articles/360029527911>

Eventbrite

https://www.eventbrite.co.uk/support?lg=en_GB

Accessibility

Birds of Paradise - Accessible Events Guide

<https://www.boptheatre.co.uk/wp-content/uploads/2018/03/Event-Planning-Tool-Kit-.pdf>

Better Allies newsletter - advice on diversity, inclusion and accessibility

<https://betterallies.com/>

Autistica - Accessible Events Tips

<https://www.autistica.org.uk/what-is-autism/coronavirus/accessible-online-events>

Digital Library Federation - Guide to Creating Accessible Presentations

<https://www.diglib.org/df-events/2016forum/guide-to-creating-accessible-presentations/>

Alternative Platforms

Microsoft Teams

[Wonder.Me](https://wonder.me)

[Whereby.com](https://whereby.com)

[Hopin.com](https://hopin.com)

[Gather.town](https://gather.town)

7A. Digital Event Plan - TEMPLATE

Intro section

Containing dates, times and important links for your event

Event Name

Date + Time

Hosted via insert relevant platform

Meeting Links:

Insert URL, Meeting ID + Password

About The Event

Enter an event description and guest details. This can become your one-stop-shop for essential information during the event.

Event Description

Use this space to enter the event description so that the team can use the same language across promotion!

Guests

Use this space to insert potential and confirm guests. You can also pop speaker bios in so all information is collated in one place for the host during the event.

Running Order

TIP: Colour coding this can be useful! For example, dark when live + public facing, light for behind-the-scenes, to distinguish pressure points in the timeline.

Total Runtime:

Time	Activity	Team Member
8:00	Open Call Team check in	Team only
8:15	Tech check	Team Guests
8:30	Soft open	Team #1 - music + waiting room Team #2 - host Team #3 - engage chat function
8:35	Introduction	Team #1 - slides Team #2 - host

Participant List

Outline everyone involved behind-the-scenes, including guests and pre-agreed shout-outs

Name	Role	Responsibilities
Team member #1	Technical Host	Waiting Room Checking inbox for queries Playing music Timekeeping
Team member #2	Host	Introducing event Chairing panel
Team member #3	Audience Engagement	Feeding in Q+A Moderating chat function
Team member #4	External Engagement	Social media
Guest #1	Panel Guest	
Sponsor #1	Event sponsor	Shout out during intro

7.B Technical Running Order – TEMPLATE

TITLE /DAY/DATE											
		Agenda title as per programme	24 hours	24 hours	Minutes		Actions/ Responsible	who is spotlighted			
File location	Item No.	Item	Start time	End time	Duration	Pre-record/ live	Tech Host 1	Tech Host 2	Panellist	Theme *if any	Description
Opening slide	1	Welcome 1+ host				LIVE	start recording	spotlight speaker			Housekeeping// Using Chat// Q&A
Film folder 1	2	Play Film 1 + intro				Pre-Record		Launch Poll			
	3	Key Note 1				LIVE	Share Screen	SPOTLIGHT	Name 1		
	4	Panel 1				LIVE	Live	Add 2x spotlights	Name 2, 3		
	5	Q&A session 1				LIVE			Gallery View		
sound enabled	6	Break 1					Pause Recording	Play music * for example			Play sound only - Holding screen shared
	7	Welcome 2					Start recording				
	8	Key Note 2									
	9	Performance 1									
	10	Break 2									
	11	Play Film 2				Pre-Record					
	14	Wrap up and Thanks									
	15										