

CHAPTER LEADER MEETUP RECAP

Chapter Programming: Virtual Trends & Hot Topics

HOT TOPICS

- Business Development
- Client Experience
- People Management
- Recruitment & Retention

Click to connect is here to stay for the foreseeable future. As we continue to pivot to digital, here are a few things to know before you go virtual!

- **Set a clear objective** – Decide on the intended outcome of the virtual experience (i.e. learning, networking, problem solving, collaboration or fun/social) and design your virtual event accordingly
- **Know your audience** – Identify your target audience and base features as well as content that they will most relate with
- **Timing is everything** – Do your research well in advance and pick the days/times that are most attractive to your audience (within your post event evaluation, ask if they have day/time preferences for the next event)
- **Create compelling content** – It is important to deliver what your audience wants. Use surveys, polls, and questionnaires to devise presentations, articles, brochures, and other collateral that delivers your event's purpose.

Digital events require more staff —Virtual events need at least three to four, given the numerous technical tasks involved. *Virtual role options include:*

- **Virtual Facilitators** – Help share Q&A/chat for presenters in real time, etc.
- **Virtual Chat Greeters** – Greet attendees in chat spaces during sessions welcoming them into the space
- **Dialogue Room Hosts** – Kick off the conversation with small talk or specific questions delegated to a breakout room space. Seed questions can also get a conversation going.
- **Production Assistants** – Help prepare and cue speakers/panelists/moderators on the backend so they're clear when the live stream begins for their session
- **Virtual Moderators** – Used for panels to help keep the conversation going with the speakers and to stay on track with the topic, as well as timekeeper to stay on track in real time
- **Virtual Host** – Displays lively passion to help the audience feel excited. The host explains what will happen next, so the audience is clear on the intentions of that portion of the program.

Sessions need to be shorter and on time — The online audience expects everything to start and end on time. 45 minutes is becoming the ideal time for virtual programs. After 60 minutes, you may begin to lose your audience's attention.

More preparation is necessary — Every single virtual event needs to go through a dry run with your chapter's event team and the facilitator/presenter to ensure that the presentation, platform, and time allotted work as expected. **IDEA: Create a roadmap for the participant and presenter experience and share prior to event.**

Keeping participants engaged online is much harder than keeping them engaged in real life – Come up with features to replace cocktails and hors d'oeuvres to keep people entertained. **IDEA: consider a live illustrator to draw out the top points of the discussion.**

Ideas to create opportunities for networking in virtual settings

- Use Zoom and create breakout rooms (*pre-assign them, or mix it up in real time*)
- Send a quick survey with 3-5 questions to answer personality questions. Based on responses, group those people that have similar answers together in those Zoom breakout rooms.
- Have participants turn their cameras on or off to answer questions in real time. Ensure the use of polling and address the answers in real time from the poll results.
- Create a show & tell or talent show space (*for people to share their talents and stories*)
- There are platforms for use (*some for free*) to help host specific types of experiences that can also be fun:
 - o Virtual Happy Hours & Mixology
 - o Sketching live (online art instructional videos)
 - o Virtual horse racing computer games (like when you go to the beach on the boardwalk)
 - o Virtual wine tasting
 - o Virtual Game Shows
 - Survey Says (Family Feud style)
 - Jeopardy
 - Virtual Escape Room (with characters who lead you into the "world")
 - Scavenger Hunting
 - Trivia
 - Murder Mystery (*every person is given a role in advance to dress as*)
 - Quiplash on Jackboxgames.com (*a game in which you use your smart phone as the game console. Play in groups or individually*)
 - o Meditation or sound rooms (*calming and relaxing spaces to decrease anxiety*)
 - o Yoga instructions
 - o DJ Dance Parties (*dance instructors for solo style dance moves*)

Tech Companies for Entertainment and Engagement:

Team Bonding – <https://www.teambonding.com/>

Playing with a Purpose – www.playwithapurpose.com/virtual-and-remote-engagement

Jackbox Games – Allows people to play games and you only need one person to host and share their screen on Zoom, participants log into Zoom, but play the games from their smart phones for free.

<https://www.jackboxgames.com/quiplash/>

Local – Use local establishments to your area that are helping host certain fun activities, keep the community in your city and town involved.