

CHAPTER LEADER MEETUP RECAP

Chapter Programming: Enhancing Programs and Logistics

PREGAME

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.

Solidify a production team – Virtual events need at least three to four, given the numerous technical tasks involved. *Virtual role options may 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 seed questions
- **Production Assistants** – Help prepare and cue speakers/panelists/moderators on the backend
- **Virtual Moderators** – Keeps conversation going with the speaker, stays on track, times the segments, etc.
- **Virtual Host** – The host explains what will happen next

Create a training library – Even if you're using YouTube/Zoom training videos, this can be helpful to train your volunteers.

Rehearse in the tech environment – Schedule a dry run in the environment for your execution team and the presenter. It allows you to work on the sound, adjust prior to the program, and ease any tech jitters.

Prepare the speaker – Your speaker's voice is possibly the most important aspect of the digital presentation. Make every effort to ensure that they are in an environment where they can hear and be heard clearly with good connectivity.

ENGAGEMENT TECHNIQUES

Good start – Use any pre-event communication to cover day-of housekeeping and to introduce the speaker.

Prepare for dead air – Be ready with seed questions from the presenter(s) in case no questions come through during the live Q&A session.

Easy tools for engagement – Use any tools that allow for real time feedback and engagement. Here are a few examples:

- **[Slido](#)** – Crowdsource answers to your questions, use for trivia or polls. (FREE)
- **[Zoom Breakouts](#)** – Jump into breakouts to start discussions or networking time
- **Zoom chat and reactions** – Temperature checks (e.g. How are we feeling? Do we need a break?)

POST EXPERIENCE

Post-event connections – For your larger premier events, you may consider having a Zoom reunion/meetup of sorts a few weeks after the event so attendees can connect and share how they've implemented ideas from the event.

On-demand – We have seen chapters record their events and house them for later purchase. One idea for recording storage is creating a private video in YouTube, with the private link sent only to those that purchased the recording.

IDEAS CAPTURED FROM PARTICIPANT CHAT

- If you go over your data limit in zoom, you get charged extra fees. Be sure to move your recordings to other storage ASAP.
- To help keep content proprietary and valuable, a chapter password protects video uploads to platforms like Sharefile, etc.
- Chapters try varying times for virtual events to see what works best. So many people are still home, dealing with kids, etc.
- Chapters have speakers sign releases for recorded sessions. Some speakers prohibit recording their programs; for those speakers, don't record.
- A chapter is hosting 30-minute programs sometimes as the hour-long Zoom meetings can get a bit overwhelming.
- SMPS HQ offers a compilation of chapter webinar speakers. Check out the [2018-19 Chapter Education Report](#) as a great resource of speakers that held webinars for chapters.