

## CHAPTER LEADER MEETUP | RECAP

### ADDITIONAL VIRTUAL TIPS FOR PREMIER EVENTS SUCH AS REGIONAL CONFERENCES AND SYMPOSIUMS

*(not covered live)*

#### Considerations for Virtual Programs

- How/where can attendees find the information they need to be able to attend?
- What have I experienced that I don't like about virtual experiences?
- Do I have enough support and volunteers to help me run this program?
- How much pre-training do I need to do or prepare for?
- Can I outsource the additional support? *Is outsourcing in my budget?*
- How am I including engagement?
  - *Polls*
  - *Q&A in chat*
  - *Emoji responses*
  - *Gamification*
  - *Networking breaks*
  - *Sponsorship-exhibitor hall conversations*

#### Speaker Prep Steps

- Invite & confirm participation
- Contract (*fee / no fee*)
- Walk through flow (*programming style and goals*)
- Dry run rehearsal schedule
- Prep kit: do they have the tools they need?
  - Good mic (*wireless*)
  - Webcam (*should be clear, not pixilated*)
  - Ethernet plug or hardwired internet connection (*not just Wi-Fi*)
  - Green screen (*if they have too many things behind them*), for digital background
  - Right camera angle with no distractions
  - Do you have a digital background they should use for branding and consistency?

#### Platform Selection

- Schedule demos with specific platforms that you're interested in
  - Pro Tip: YouTube has lots of reviewer videos that show the pros and cons of platforms before you schedule demos with sales teams
- Is it intuitive for users? Or do I need to create a "how to use this platform" video for attendees prior to the event?
- Are there add-on costs that don't include the products or elements I need for this event?
- Does it include production support, or do I have to find volunteers to be producers for sessions?

- Am I running concurrent sessions, or just one program in full?
- Are there networking spaces included in this, or is it a 3<sup>rd</sup> party linked out embedded need?
- Is the backend easy for me to upload information? Or does it require the platform Project Manager to help with loading and providing access to upload info?
  - Pro Tip: You want to have control over this so you can add or delete anything in real time as needed (*since things change last minute all the time*).

### **Tips During the Meeting**

- Schedule daily morning kick-off meetings with your team
- Include one main person who is aware of all programming needs as a floater, this allows them to make sure everything is running as it should (*just as you would have in-person walking around making sure all things are handled by the hotel etc.*)
- Pre-test all environments to make sure that everything is working on your end and everyone's ends, so you're not troubleshooting in real time
- Create daily checklists of needs well in advance and add items as you are in the meeting. This will help you with future virtual events so you're fully prepared and can share that information with additional team members.

### **Lessons Learned**

- Not everything is intuitive
  - Create short instructional videos when people are using a new platform, technology or software system.
  - It will save you time from email questions, as well as real time chat box questions about how to use the technology
- Put yourself in their shoes
  - Think about how you'd want to see information, instructions, or experience something
- If you're doing true live experiences, make sure that you have backup plans.