Virtual Event Best Practices

**Presenter/Moderator**

Practice a dry run session prior to the live event.
- Ensure you are sitting in a quiet location with a strong steady internet connection.
- Test your audio and obtain a headset if required by your audio quality.
- Center yourself with the camera with the lens just above where your image appears. Show from shoulders up and ensure attendees can see facial expressions.
- Organize your background to avoid distractions or use a background filter.
- Look directly into the camera lens when speaking and imagine you can see your attendees.
- Place notes so they are in line of the camera. Know your content, so you need only glances.
- Nod your head. Smile. Use other nonverbal listening behaviors. Use attendee names. Bring energy to your voice.

**Slides (good design + accessible)**

- Run Review > Check Accessibility within PowerPoint to confirm accessibility.
- Ample white space. Don’t crowd the slide. Ideally 1–2 ideas per slide.
- Limited bullet points per slide with short sentences. Instead use images to represent ideas.
- Aim for foreground/background color contrast.
- Avoid color as the only means of conveying information.
- Add Alt Text (Right-click image. Select Edit>Alt Text.)
- Check for unique slide titles that convey meaning.
- Provide the PowerPoint slidedeck prior to the session.
- Ensure video has corresponding script.
- Connect the session outcomes to their work world. What challenges spurred them to register? At session end, what content nugget can they apply immediately back at work?
- Interact with attendees every 3–5 minutes.
- Advance the slide every 1 minute with 1 topic per slide.
- Capture attention with compelling graphics, video, and charts. Avoid dense bullet point slides.
- Address attendees by name when possible.
- Enable attendee video to create a classroom or live event feel. Ask attendees to ensure their name that appears is accurately on their video (Right click image > Rename)
- Allow chat “conversations” to give attendees a chance to interact with you and their peers.
- Encourage attendees to participate and share using various virtual modalities.
- Share additional resources to extend the learning outside the session (websites, social media, linked documents, etc.)
<table>
<thead>
<tr>
<th>Tool</th>
<th>Use</th>
<th>Benefit</th>
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<tbody>
<tr>
<td>Chat</td>
<td>■ Get immediate attendee input.</td>
<td>■ Builds a sense of community.</td>
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<td></td>
<td>■ Encourage collaboration.</td>
<td>■ Chance to “hear” others thoughts and consider a network connection later.</td>
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<td>■ Small group discussion – private chat.</td>
<td>■ Actively engage attendees in discussion.</td>
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<td>Application or screen sharing</td>
<td>■ Share a desktop, websites, or documents.</td>
<td>■ Demonstrate steps in a software process.</td>
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<td>■ Turn over control to a specific participant to show their solution to an activity.</td>
<td>■ Practice using tools in real time.</td>
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<td>■ Discuss and learn together without needing to import information.</td>
<td>■ Model an activity and then give control to an attendee to try.</td>
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<tr>
<td>Status Icons/Emoticons</td>
<td>■ Gain immediate feedback.</td>
<td>■ Attendees can “vote” or respond on an issue.</td>
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<td>■ Recruit volunteers to lead an exercise.</td>
<td>■ Creates smooth transition from one speaker to another with a raised hand.</td>
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<td>■ Celebrate. Show emotion.</td>
<td>■ Establish rapport.</td>
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<td>Polling</td>
<td>■ Encourage reflection.</td>
<td>■ “Hooks” attendee to kick off a session.</td>
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<td>■ Compare responses.</td>
<td>■ Provides instant feedback.</td>
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<td>■ Review levels of experience.</td>
<td>■ Compare your response, industry knowledge, and training needs.</td>
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<td>■ Check for understanding.</td>
<td>■ Tailor session depth around poll input.</td>
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<td>■ Debate over key topics.</td>
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<td>Breakout rooms</td>
<td>■ Case studies.</td>
<td>■ Provides 1:1 focused learning.</td>
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<td></td>
<td>■ Small group discussion.</td>
<td>■ In-depth topic exploration.</td>
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<td></td>
<td>■ Case studies.</td>
<td>■ Fosters networking &amp; community building.</td>
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<td>Video</td>
<td>■ Share video either streaming or embedded to kickoff a topic, reinforce, offer a story.</td>
<td>■ Create an enhanced connection to topic.</td>
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<td>■ Engaging – movement vs. static screen.</td>
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<td>■ See an example or hear a perspective from the source vs talk about it.</td>
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<td>Whiteboard</td>
<td>■ Brainstorm.</td>
<td>■ Gives the presenter/moderator tool to guide and record conversation.</td>
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<td>■ Attendee self-introduction.</td>
<td>■ Creates community feel and learn from one another with a sharing of ideas within the classroom.</td>
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<td>■ Promotes collaboration.</td>
<td>■ Adds opportunity for fun activities.</td>
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<td>■ Capture ideas.</td>
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# Interaction Tools – Activity Example

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<th>Activity Example</th>
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| Chat                  | - Allow attendees to chat freely during the session about a topic with one another. Encourage them to comment on other’s entries. Use @[name] to address someone specifically in public forum.  
- Ask attendees to brainstorm examples within Chat of a particular something. Comment on a few but allow group to read solo. Ask for raised hand status icon to share their favorite or example that applies to their situation.  
- Open various chat pods to discuss a topic. Assign a spokesperson to take notes and report back before starting the activity.  
- Ask attendees to share their role in the company, challenges that brought them to session, years in the company – any detail that can guide discussion or strengthen networking or mentoring opportunity. |
| Polling               | - Ask the group to make a guess on a session topic statistic with a multiple-choice poll. Present the data and discuss the reasoning or how it impacts your perception or learning.  
- Yes/No – Gauge level of experience.  
- Multiple-choice - Agreement with a topic by sharing statements.  
- Scaling question – To what degree does a description align to your belief.  
- Share a variety of topics and see which has more interest for later potential training. |
| Status icons/Emoticons| - Use to keep session organized vs talk whenever. “Raise hand to speak”.  
- Use icons for a quick polling alternative. “Let’s see a show of hands using the status icon, who has …”  
- Use as an indicator when a person/group has completed an activity.  
- Ask questions as a fun intro “have you ever…” or gauge experience.  
- Emoticons to show applicability of a topic |
| White board           | - Group grid: Create a slide with a matrix. Assign each square of have attendees self-select. Ask them to type an example or answer into the square. Have attendees them put their initials next to the idea that most agree with/want to know more about, other than their own. |