

# Virtual Event Best Practices

Goal: Keep attendees **Engaged. Energized. Enlightened.**

## 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.



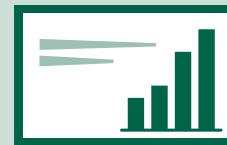
## Slides (good design + accessible)



- 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.

## Session

- 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.)

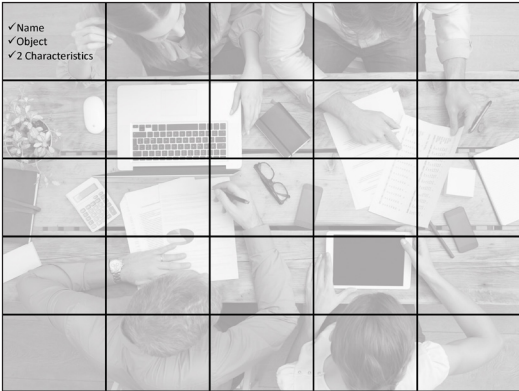



1 minute ►

## Interaction Tools – Defined

Tool	Use	Benefit
Chat	<ul style="list-style-type: none"> <li>■ Get immediate attendee input.</li> <li>■ Encourage collaboration.</li> <li>■ Small group discussion – private chat.</li> </ul>	<ul style="list-style-type: none"> <li>■ Builds a sense of community.</li> <li>■ Chance to “hear” others thoughts and consider a network connection later.</li> <li>■ Actively engage attendees in discussion.</li> </ul>
Application or screen sharing	<ul style="list-style-type: none"> <li>■ Share a desktop, websites, or documents.</li> <li>■ Turn over control to a specific participant to show their solution to an activity.</li> </ul>	<ul style="list-style-type: none"> <li>■ Demonstrate steps in a software process.</li> <li>■ Practice using tools in real time.</li> <li>■ Discuss and learn together without needing to import information.</li> <li>■ Model an activity and then give control to an attendee to try.</li> </ul>
Status Icons/ Emoticons	<ul style="list-style-type: none"> <li>■ Gain immediate feedback.</li> <li>■ Recruit volunteers to lead an exercise.</li> <li>■ Celebrate. Show emotion.</li> </ul>	<ul style="list-style-type: none"> <li>■ Attendees can “vote” or respond on an issue.</li> <li>■ Creates smooth transition from one speaker to another with a raised hand.</li> <li>■ Establish rapport.</li> </ul>
Polling	<ul style="list-style-type: none"> <li>■ Encourage reflection.</li> <li>■ Compare responses.</li> <li>■ Review levels of experience.</li> <li>■ Check for understanding.</li> <li>■ Debate over key topics.</li> </ul>	<ul style="list-style-type: none"> <li>■ “Hooks” attendee to kick off a session.</li> <li>■ Provides instant feedback.</li> <li>■ Compare your response, industry knowledge, and training needs.</li> <li>■ Tailor session depth around poll input.</li> </ul>
Breakout rooms	<ul style="list-style-type: none"> <li>■ Case studies.</li> <li>■ Small group discussion.</li> </ul>	<ul style="list-style-type: none"> <li>■ Provides 1:1 focused learning.</li> <li>■ In-depth topic exploration.</li> <li>■ Fosters networking &amp; community building.</li> </ul>
Video	<ul style="list-style-type: none"> <li>■ Share video either streaming or embedded to kickoff a topic, reinforce, offer a story.</li> </ul>	<ul style="list-style-type: none"> <li>■ Create an enhanced connection to topic.</li> <li>■ Engaging – movement vs. static screen.</li> <li>■ See an example or hear a perspective from the source vs talk about it.</li> </ul>
Whiteboard	<ul style="list-style-type: none"> <li>■ Brainstorm.</li> <li>■ Attendee self-introduction.</li> <li>■ Promotes collaboration.</li> <li>■ Capture ideas.</li> </ul>	<ul style="list-style-type: none"> <li>■ Gives the presenter/moderator tool to guide and record conversation.</li> <li>■ Creates community feel and learn from one another with a sharing of ideas within the classroom.</li> <li>■ Adds opportunity for fun activities.</li> </ul>

## Interaction Tools – Activity Example

Tool	Activity Example
Chat	<ul style="list-style-type: none"> <li>■ 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.</li> <li>■ 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.</li> <li>■ Open various chat pods to discuss a topic. Assign a spokesperson to take notes and report back before starting the activity.</li> <li>■ 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.</li> </ul>
Polling	<ul style="list-style-type: none"> <li>■ 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.</li> <li>■ Yes/No – Gauge level of experience.</li> <li>■ Multiple-choice - Agreement with a topic by sharing statements.</li> <li>■ Scaling question – To what degree does a description align to your belief.</li> <li>■ Share a variety of topics and see which has more interest for later potential training.</li> </ul>
Status icons/ Emoticons	<ul style="list-style-type: none"> <li>■ Use to keep session organized vs talk whenever. “Raise hand to speak”.</li> <li>■ Use icons for a quick polling alternative. “Let’s see a show of hands using the status icon, who has ...”</li> <li>■ Use as an indicator when a person/group has completed an activity.</li> <li>■ Ask questions as a fun intro “have you ever...” or gauge experience.</li> <li>■ Emoticons to show applicability of a topic</li> </ul>
White board	<ul style="list-style-type: none"> <li>■ 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.</li> </ul> <div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div data-bbox="443 1325 959 1713" style="border: 1px solid black; padding: 5px;"> <p>✓ Name ✓ Object ✓ 2 Characteristics</p>  </div> <div data-bbox="974 1325 1490 1713" style="border: 1px solid black; padding: 5px;"> <p style="text-align: center;">What Image Best Describes You?</p>  </div> </div>