Organizing Online and Hybrid Events

2020 IEEE YP Webinar Series
Best practices for online events

**Benefits:**
- It’s cheaper and easier to organize than an in-person event
- No geographic limitations for attendees (except for time-zone impact)

**Best practices:**
- Keep the session short (up to 45 minutes) or have breaks
- Promote the event through social media and email notices → make sure you have a registration form that will enable event reminders
- Record the event and make it available to attendees and no-shows
  - send a follow-up survey to attendees to see what they thought about the event and what you can improve on in the future
- Depending on event type, encourage attendees to turn on their cameras and make use of engagement features on the platform (chat, Q&A, polls, etc.)
- If you’re planning on having a Q&A session or anything that relies on content from attendees, make sure you do have some backup content to fill in any awkward silence
- Attendance at a virtual conference is usually highest the first day, with that in mind you’ll want to schedule the best content to take place early. Keep your first day upbeat with pre-recorded welcoming remarks and panels.
Best practices for online events
Budget Model Example

EXPENSES

- Support
  - Presenter Training
  - Day(s) of Conference
- Platform
  - Additional Licenses
  - Additional Tools
- Promotional Video
- Hybrid Pre-recorded
  - Panels
  - Keynotes
  - Opening Remarks

REVENUE OPPORTUNITY

- Live Attendance
- On-demand Attendance
- Sponsorship
  - Dedicated Gallery Page
  - Session Promotion
  - Giveaways
  - Branded Backgrounds
  - Email Promotions
  - Lists of Attendees
  - Live Chat Transcripts
  - Retargeting Ads
# Best practices for online events

## Sponsorship Packages Example

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Bronze</th>
<th>Silver</th>
<th>Gold</th>
<th>Platinum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo recognition on Virtual Summit webpage with link to your virtual profile or website</td>
<td>Website</td>
<td>Virtual Profile</td>
<td>Virtual Profile</td>
<td>Virtual Profile</td>
</tr>
<tr>
<td>Pre and Post Summit Attendee List</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Attendee Analytic Reports; profile activity, visits, downloads</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Virtual Conference Registrations</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Complimentary Customer Virtual Summit Passes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Create a virtual exhibitor booth</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Resource downloads (brochures, white papers, etc.), schedule a call functionality</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Video content</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Virtual exhibitor booth analytics</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Exhibitor hosted sessions in session library</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Zoom enablement for exhibitor hours</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Branding/logo on the home page of the Virtual conference, hotlink to virtual profile</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Social Media call outs on organization Platforms</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Social Media livestream interview</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Sponsor banner on registration confirmation emails</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Electronic advertising on Virtual Summit webpage</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Sponsorship of Opening General Session</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Specific session sponsorship</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Push notifications to drive exhibitor booth visits</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>
Best Practices for Hybrid Events

- **Benefits:**
  - best of both worlds: offer in-person “classic” conference, but with the added virtual environment that enables more participants to be part of the experience + on-demand recordings of sessions
  - continue momentum built through virtual events

- **How you can go about planning a hybrid event:**
  - prioritize in-person event, then virtual event
  - figure out what material **must** be in-person - keep in mind some material is better suited for a virtual environment (for example educational sessions)
  - consider having the virtual component take place after the in-person sessions: record the live keynote speakers, plenaries, and other sessions from the in-person event and play them during in a virtual session; this allows speakers to engage with the virtual audience in a Q&A session or networking without having to present twice
  - make the recorded sessions available to the public/members even after the event is over.
Content Suggestions

- **Industry topics**
  - **Region 8 YP’s Connecting Experts webinar series**: industry experts giving technical presentations

- **Career tips, mentoring**
  - Mentoring sessions: either 1 mentor for a group of mentees, or several break-out rooms, each with one mentor, and mentees pick which room they want to join (for example based on the mentor’s expertise). You can also pre-allocate mentees to specific groups based on their interests.
  - Career advice on topics like successful virtual job interviews, working from home strategies, setting goals and meeting expectations etc.

- **Networking sessions**
  - Include ice breakers to allow guests to learn a bit about each other
  - Use break-out rooms on Zoom, WebEx; each room can have a different topic assigned, or a different “special guest” people can meet
  - **Region 10 SYWL Congress NetHack**: small teams have series of challenges (quizzes, group tasks, puzzles) they need to solve together to earn points.

- **Q&A panels**
  - IEEE topics: have volunteers share their experience and provide best-practices
  - **TechEthics panels**: several experts from industry and academic discussing implications of a specific technology

- **Hackathons**
  - **Region 9 HackTech**: 3-day event where teams work on solutions for various topics + supporting webinars in parallel. A panel then selected 3 winning projects, which received a grant.

- **Wellbeing and support**
  - Calls with your group of volunteers/members to check on each other; virtual coffee breaks; yoga
YP Event Funding Application
Tips on a Successful Application

▪ Budget Quality:
  ▪ Budget Currency should be in USD
  ▪ Explicit Item Descriptions (Avoid using terms such as: “General Expenses”)
▪ Event Application Purpose
  ▪ Events should have its participants and IEEE Members above all else!
▪ Make sure to apply to the appropriate funding type
  ▪ STEP | Meet-up | Local Activity
▪ Communication with the funding team
  ▪ Make sure to reply to questions from the Application Reviewers
  ▪ Applications may be blocked whilst waiting for Applicants’ answers
▪ When in doubt contact the Funding Team
  ▪ ypfunding@ieee.org
Resources

- **Google Hangouts**
- Check University or Company for Meeting Platforms
- **Request a Webex Meeting (as applicable)**
  - Region/Section/Chapter/Affinity Group officers - provided by IEEE through your Section or one time request
  - Society/Council YP Reps - check with your S/C; email g.sheedy@ieee.org for more information
- **Zoom Meetings**
- Crowdcast browser-based platform
- **Google Forms (Survey)**
- List of 2020 top hybrid/virtual events platforms
- Free Survey websites
- Social media quick polls (Facebook, IG)
- **Additional Resources in the YP Google Drive**
- Open Water - Guide On How To Plan a Virtual Conference
- Virtual Fairs Software - vFairs