

# Designing and delivering online events



**Training for beginners**  
**27 April 2021**  
**09.00 – 12.00 CET**  
Online





## Designing and delivering online events 27 April 2021 Online

### Outline

2020 saw some of the world's largest conferences go digital. The European Week of Regions and Cities, with over 9,000 participants, was successfully held in digital format. Who would have thought that possible a year ago?

Closer to home, you are probably having regular online team meetings with your colleagues. You have certainly also met up with friends and family over Skype, Zoom or other virtual meeting software. Young and old, from "IT-wizards" to "IT-rookies" – we are all at a different place than we were 12 months ago.

But...

...what if you have to run an online business meeting for people outside your organisation? Unlike team meetings or online chats with family and friends, this type of meeting must go smoothly, flawlessly – and professionally.

Lots of questions about how to do this are no doubt popping up in your head. We are here to help and support you.

Why us? Well, online events are now an integral part of our daily activities and service delivery in Interact. We have learned a lot about what to do and what not to do, and we want to share this with you.

We will show you:

- How to prepare for an online event: who to involve, who does what, how to write a script;
- How to run an online event: how to organise your content, how to keep your participants engaged, how to troubleshoot;
- How to follow-up after your online event.

This is a training where you need to take part actively, which means we can accept maximum 30 participants.

The training will be divided into two parts – we'll all be together for the "live" online session that you are used to from our events. Then, in the week beginning 8. February, we will run shorter practice sessions for smaller groups. We strongly advise you to take part in these practice sessions, to get the maximum out of the training.

Is this training relevant for you?

We want to reach true beginners with this training. What does that mean? It means those of you who have never organised an online event, or have very limited experience in doing so. It is **not** for you if you already have a lot of skills in online events or if you simply wish to refresh what you already know.



## **Designing and delivering online events**

**27 April 2021**  
**Online**

**Tuesday, 27 April 2021**

**08.45 – 09.00**

### **Check-in to virtual meeting room and technical settings**

Please join the virtual meeting room before the start of the training, to give yourself enough time to test your IT equipment, and to ensure that the technical settings on your pc allow you to actively participate. The room will be open 15 min before the training starts. If you have any technical question, please use the chat function (in the virtual meeting room) to contact the organisers.

**09.00 – 12.00**

**(15 minute  
break included)**

### **Welcome & Introduction**

- Training objectives
- What (which type of events) can go online?

### **Designing an online event**

- The importance of planning
- Methods: How will you do it? What works online?
- Engagement techniques: Ice-breakers, energizers, exercises
- Tools: Which features will you use in your web conferencing and what external tools?
- How to work with participants?
- Facilitation team: Main facilitator, subject experts, tech support
- The importance of Plan B
- Testing and rehearsal

### **Delivering an online event**

- Dealing with different kinds of situations
- Event follow-up activities

### **Thank you and summing up**

**Wednesday, 28 April 2021**

**09.45 – 10.00** **Check-in**

**10.00 – 11.00** **Introduction to practice sessions**

- Practical information
- Assigning teams
- Dates