Planning Your Virtual Event

Design Your Event
- Determine the goal of your event
- Identify the target audience of your event
- Determine the date and length of the event
- Assign a host for your event
- Develop a plan for advertising your event
- Book your event via 25Live

Choose a Platform
- Your audience may determine your platform size
- Zoom is the university’s system for virtual meetings and events
  - Zoom meeting can support up to 300 people
  - For larger events, Zoom Webinar may be a better choice
    ▪ Contact your Conference and Event Services Event Scheduler for more information
- Other platforms may be appropriate depending on your events’ needs

Running Your Event
- Develop a detailed timeline for your event
  - If needed, write a script
  - If there are multiple speakers, develop an agenda
- Consider if your event will be moderated
  - Ensure moderators know their assignments
- Decide if participants will need to register
  - Determine who is collecting and tracking that information

Recording Your Event
- Consider how you will record your event
  - Is the quality of the recording important?
  - Do you have the necessary equipment?
  - Would a teleprompter be helpful?
- Decide if your event will be pre-recorded, or livestreamed
  - Where will the recording be “hosted” (on a website, YouTube, another place)?
- Determine the location of your recording
  - Consider noise, lighting, whether you will be interrupted during recording
  - If you would like to record in a specific location, determine availability in advance
- Keep social distancing in mind
  - Multiple speakers in the same space will need to abide by occupancy limits
    ▪ Contact your Conference and Event Services Event Scheduler for more information

Audience Participation
- Decide if you want audience participation
  - How will the audience participate (chat, audio, video)?
  - Do you want your audience to be muted?
  - Should audience cameras be muted?