

Virtual Events Information

Best Practices

to ensure the best virtual event experience for your guests

- **Download the latest Zoom application.** Zoom is continuing updating their system. Simply open zoom and click your 'face' in the top right corner. Choose "check for updates".
- **Minimize distractions.** Ensure you are set up in an area away from potential distractions such as other people and pets, and mute your cellphone ringer and desktop notifications (both macOS and Windows 10+ offer a "do not disturb" function which can be accessed by the right hand sidebar)
- **Strong internet connection.** Before your session, test your internet Mbps [HERE](#). If you are connecting from a home office we recommend you have a minimum internet plan with at least 25 to 50 Mbps download speeds. You will need to dedicate a minimum 3.0 Mbps to the Zoom event.
- Ensure your camera is at eye-level or slightly higher.
- **Lighting.** To ensure the best visual of yourself it is best to be lit from the front. This could be as simple as adding a desk lamp in front of you.
- **Your background** can make a world of difference for your audience. Remove the clutter, add a plant, set up a logo pop-up or branded banner, or use a virtual background.
- **Headphones and Microphone** are a major asset when speaking virtually. Your sound is clearer to the attendees and you can 'muffle' outside noise. Zoom also offers a software option to minimize background noise.
- Prior to joining any zoom session encourage participants to verify their Zoom connectivity by visiting <https://zoom.us/test>. This site will walk users through a test of their speakers, microphone, and camera.
- Ensure you do a practice run-through with your team. This will help with timing, rhythm and work out technical issues in advance.

Fostering Engagement

for your Virtual Events

- Remember you are **speaking to an audience** - even if you cannot see them! Don't be afraid to **make them laugh** or share a quick anecdote.
- Write down your outline & the **key takeaway** from your session: off-topic tangents can really disengage your audience.
- The average attention span when engaging online is just 22 minutes; **keep your segments short** to fit this! Consider adding **polls or interactive elements** at these intervals in order to keep attendees feeling energized and refreshed.
- Utilize breakout rooms coupled with **shared document platforms** (such as google docs or jamboard) to simulate a "chart paper" activity: ask us how!
- Adding a **photo of an audience** (or your family, your inspiration, role model...) in front of you to 'talk to' can help your presentation confidence
- **Dress for success!** Even if presenting from home, dressing as you would for a big presentation or meeting will help you get in a more productive and energetic mindset.



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What to expect with Zoom Webinar

- If you are a co-host or a panelist you will receive an invite to the zoom webinar directly from Zoom. DO NOT share this link with anyone as it is unique to you. If you lose the email with the link contact your coordinator to send it again.
- During the webinar you will not be able to see your audience, though you will still be able to interact with your audience through the poll, Q&A, or chat functions.
- If you plan to screen-share documents or a slideshow during your presentation, ensure you have notified your coordinator in advance. Screen sharing will need to be enabled.
- To ensure a smooth video stream download the video on your computer. Do not share the video from YouTube or other websites. It is always a good idea to send your coordinator a copy of the video for back up.

In most cases we recommend using Zoom Webinar to add that extra layer of security to your virtual event.

What to expect with Zoom Webinar with



- Your Coordinator will integrate the Zoom Webinar into Pheedloop. We recommend you only have Zoom open during your Pheedloop Session.
- Even though you are live on Zoom you will not be live in Pheedloop until your coordinator types "WE ARE LIVE" into the Zoom chat.
- Once live your coordinator will be in the background (off camera) watching Zoom and Pheedloop. They will communicate with panelist through the Zoom chat.

Helpful Platforms

Kahoot!

Kahoot! allows you to create interactive quizzes to share online



Jamboard is a collaborative virtual whiteboard integrated with GSuite