

ONLINE EVENTS AND ENGAGEMENT

Lonneke Walk
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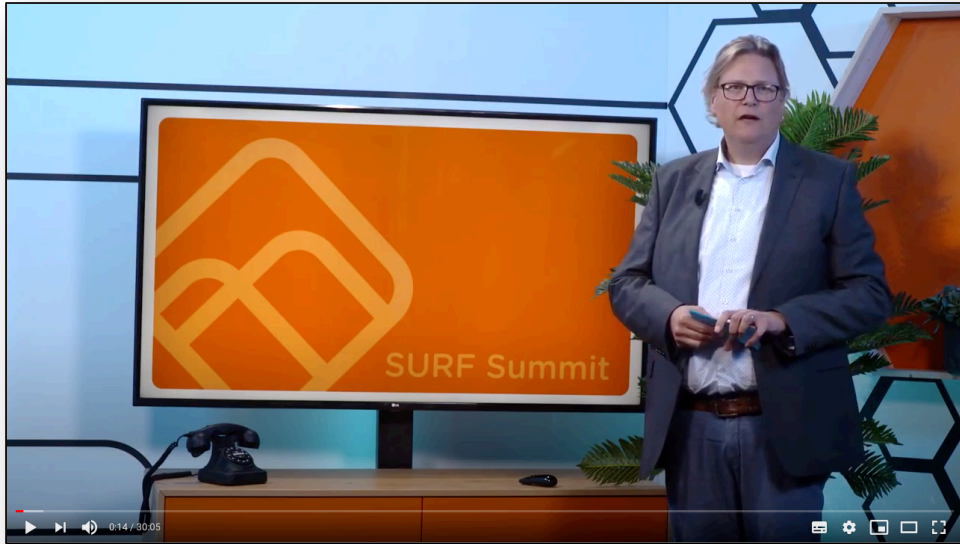
Online events since March 2020

- A lot of 'webinars' with knowledge exchange as primary goal (about 90 webinars)
 - Very short and no nonsense
 - Interaction by chat, questions or tools like Mentimeter
 - Break-out rooms for discussions
 - Zoom, Webex,
- 2 online 'events/conference' with engagement as primary goal
 - All the above
 - More interaction and professional studio presentation (entertaining like TV-show)
 - Studio with online platform as 'digital conference center'
 - Zoom, Webex, And YouTube or Vimeo as live broadcasting
- 2 physical event in September when it was allowed at 1,5 meter social distance

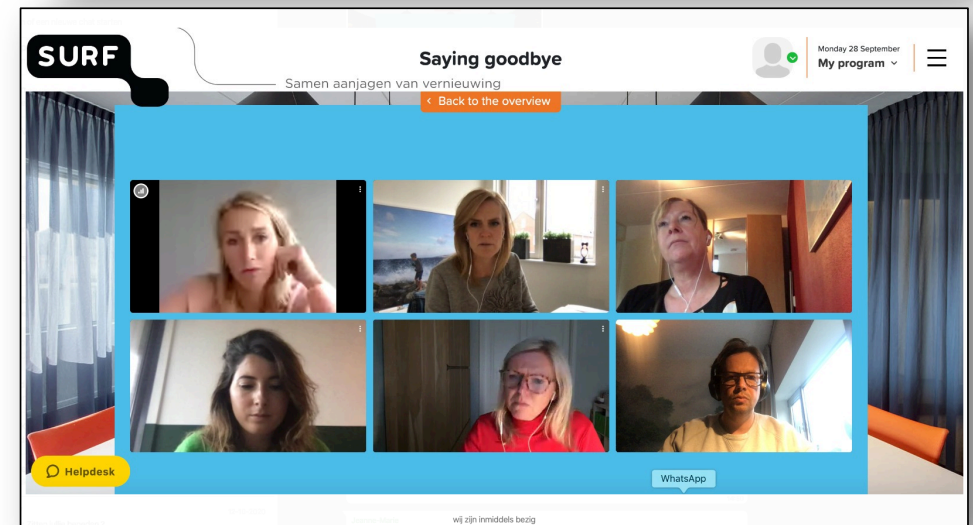
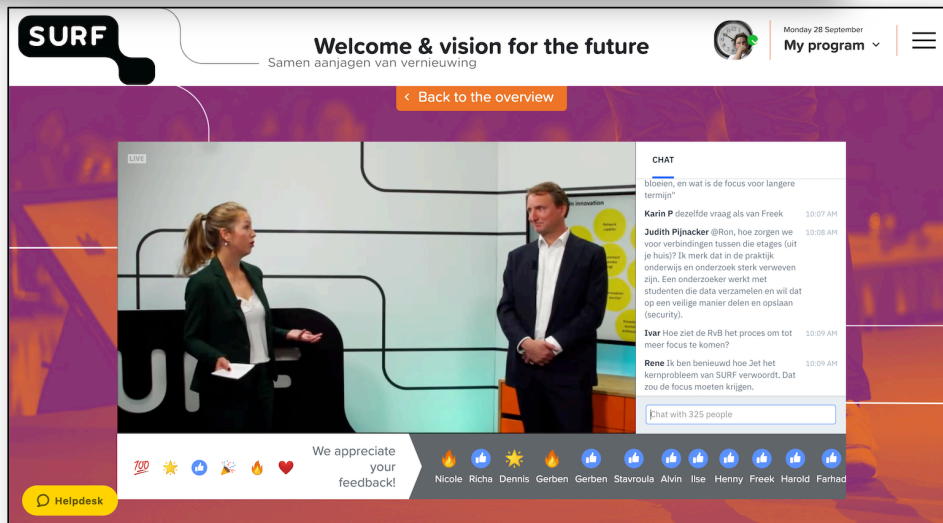
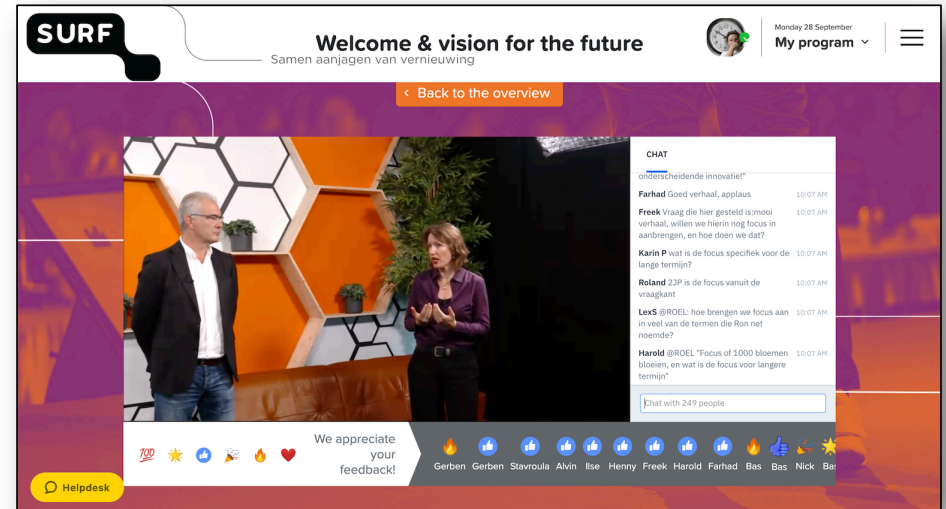
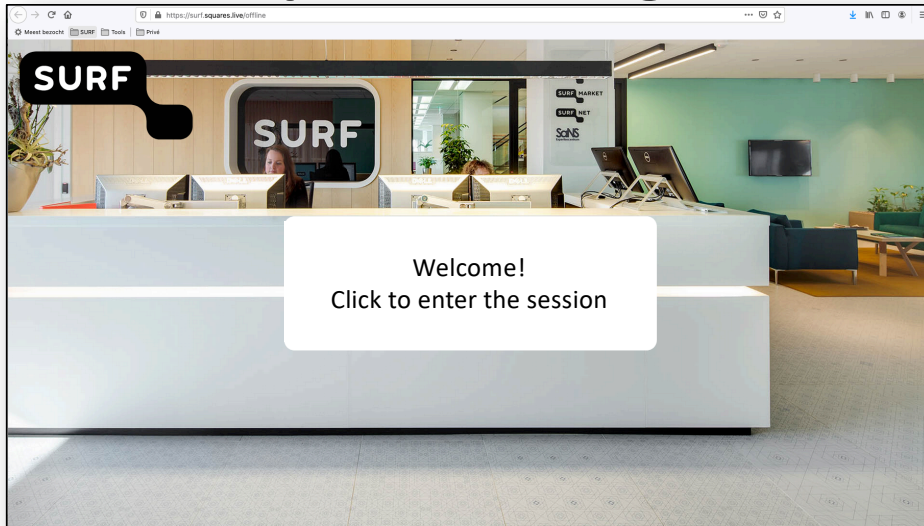
Studio



More like TV broadcasting



Online platform 'digital conferencecenter'



Format online event

- Don't copy/paste a physical event
- An online event should be:
 - Short and good content is everything!
 - Interactive
 - Alternately (it's very easy to walk away from your computer, so trigger them!)
 - Technically well organised
 - More than a webinar -> more like television broadcasting

First impression

- Don't do much introduction or welcome speeches.
- Mention the goal of the meeting, the rules and what you expect from participants.
- Make connection right a way to the participants
 - Do a short poll
 - Give them an assignment

Involvement and entertainment

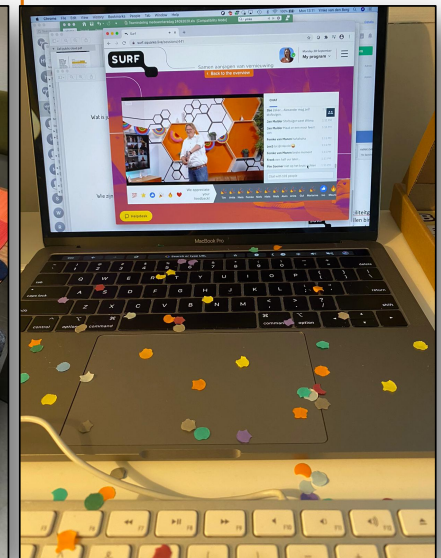
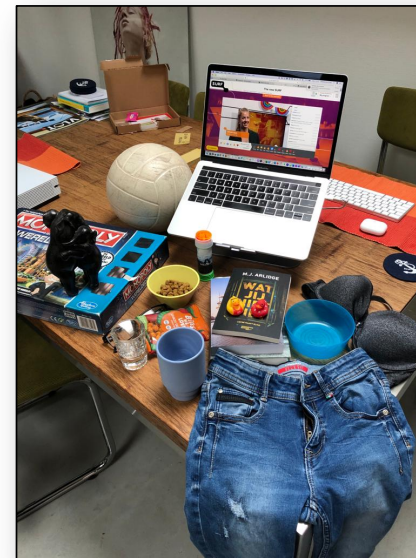
A good programm is necessary! Entertainment is the strawberry on top!

Before:

- Try to involve participants before the online meeting
 - Publish before the event blogs/vlogs
 - Start a chat before the meeting starts
 - Show the online platform so people know it's more than a webinar
- Send a gadget/snack to the home address

During:

- Use energizers (games, quiz or exercise)
- Create a spotifylist and ask participants to send request numbers
- Have a stand-up comedian, live cartoonist, ...



QUESTIONS?



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