

**Interreg
Europe**



European Union | European Regional Development Fund

Tips on running online events

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25 March 2020 | Webinar





1. What is an online event?
2. Online events and your project
3. How to define roles in an online event?
4. How to be a good moderator/
presenter?
5. How to create supportive presentations
and interactions?
6. Online event tools and tech

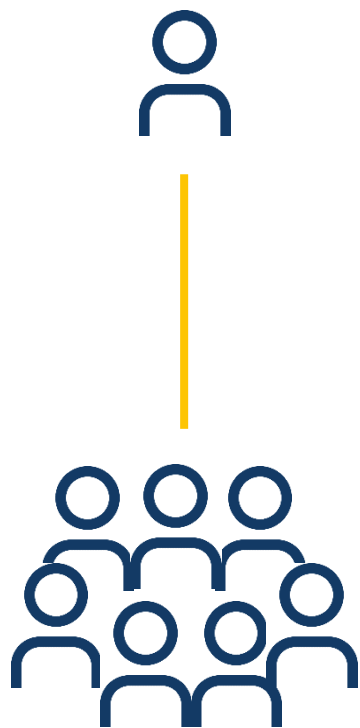
An online event



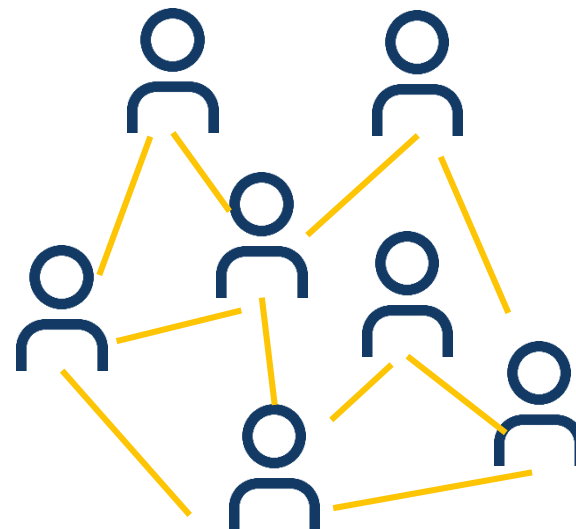


Webinar vs. online meeting

One to many



Connection among all





Online meeting

- Smaller groups
- All participants the same rights
 - Speaking
 - Sharing screens
 - Webcams
 - Documents





Online meeting guidance

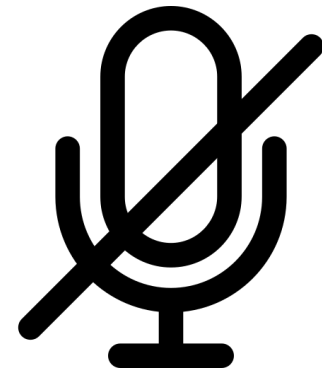
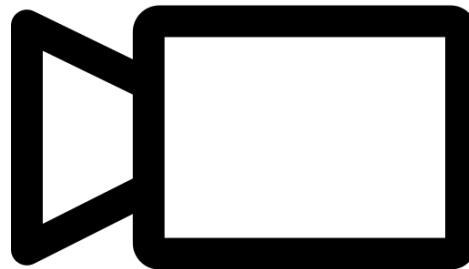
- Short ~ 1 hour
- Creative
 - Recordings
 - Online activities
- Organised and efficient
 - Agenda
 - Timescale
 - Responsibilities





Online meeting rules

- Agree on a set of rules
 - Talk freely VS selected
 - Webcams on OR off
 - Mute microphones if not speaking



Icons made by Kiranshastry from www.flaticon.com



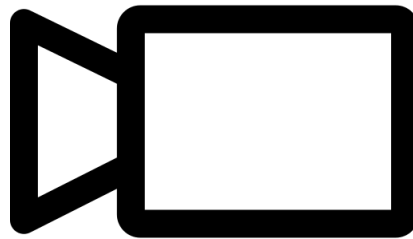
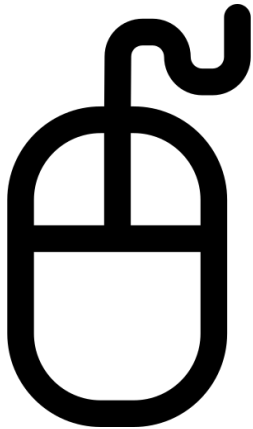
Webinar

- Large groups
- Centralised control by organiser
- Presenter
 - Showing presentations, videos
- Audience
 - Actively listening
 - Asking questions directly or in writing
 - Engaging in polls and quizzes

Webinar guidance



- Agree on the roles and responsibilities
 - Changing slides
 - Turning webcam on OR off
 - Sharing computer screen
 - Taking questions



Icons made by Kiranshastry from www.flaticon.com

Large online events



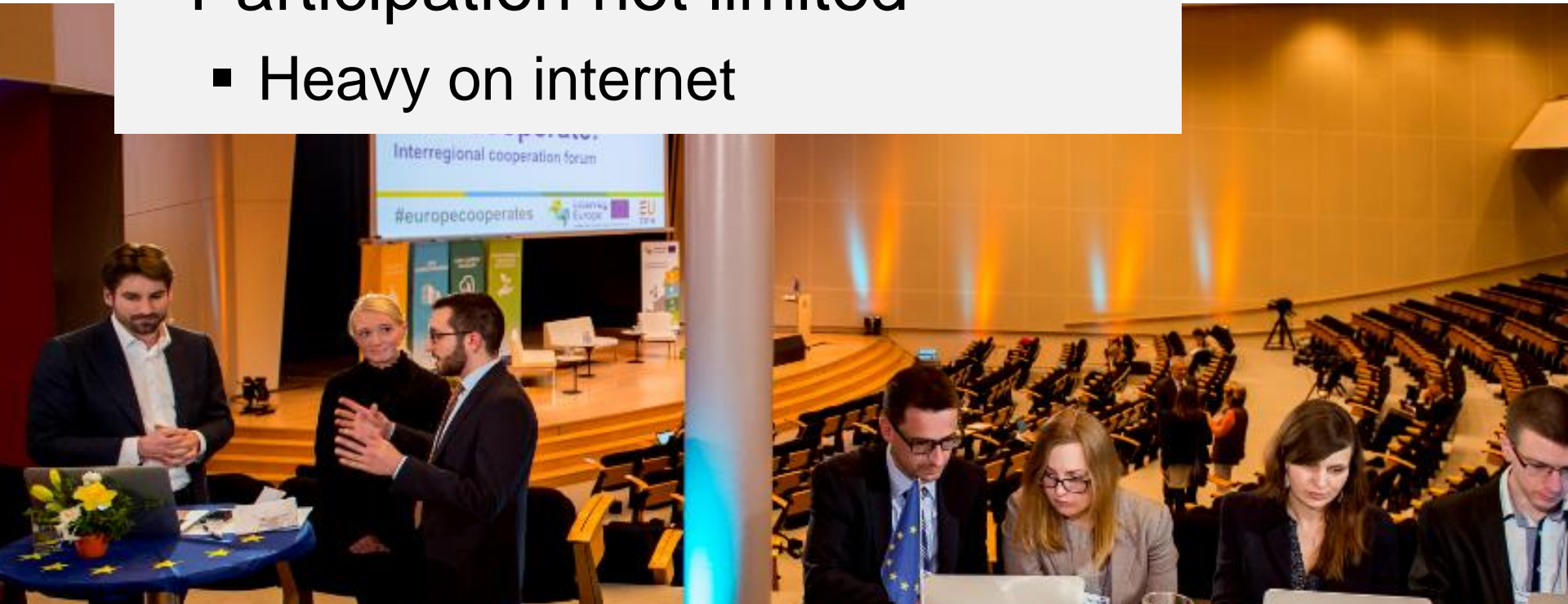
- Team of people
- Help of external experts needed
 - Quality of sound and visuals
 - Quality of event moderation

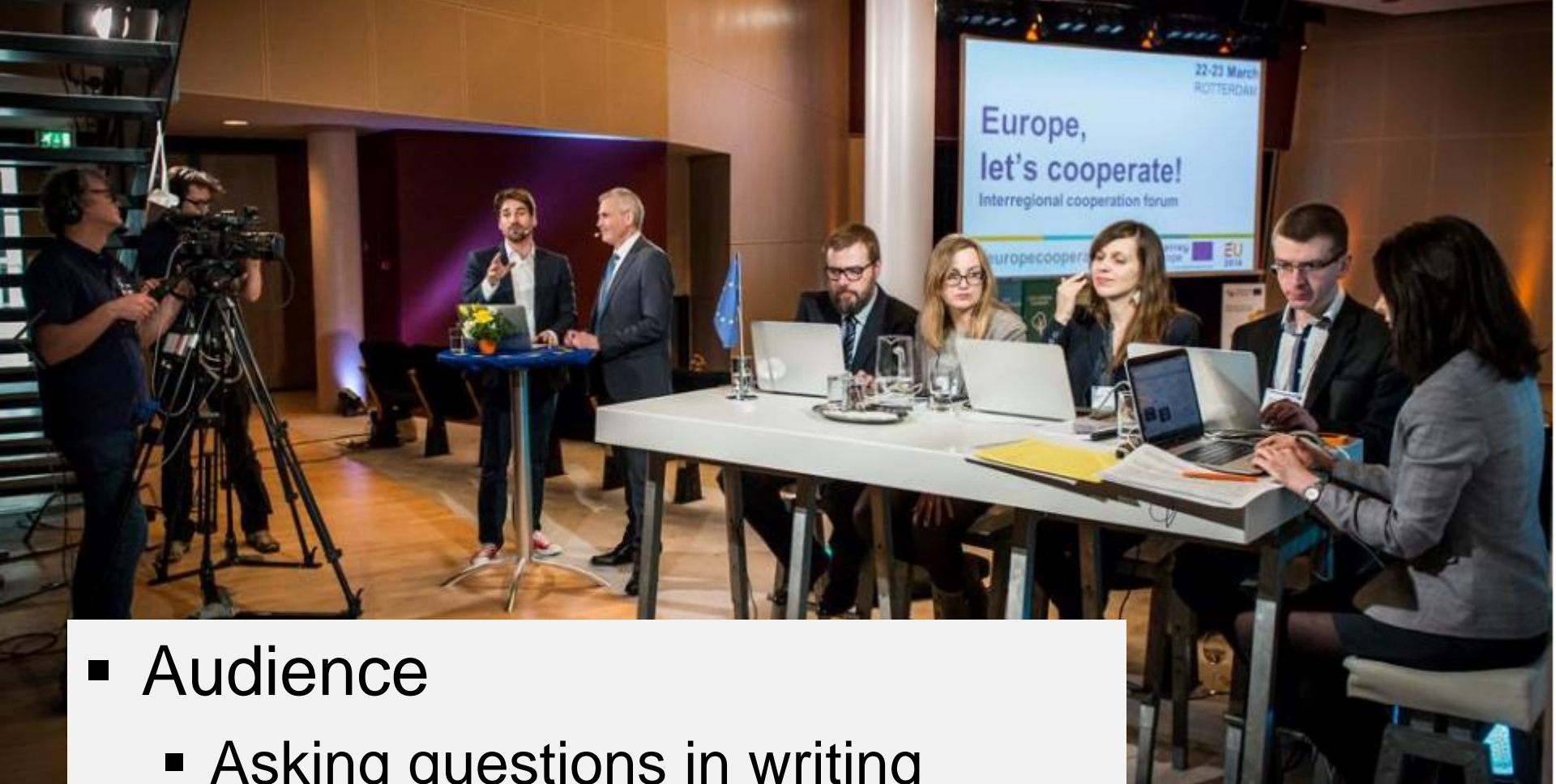


Large online events



- Audience
 - Asking questions in writing
 - Engaging in polls and quizzes
- Participation not limited
 - Heavy on internet





- Audience
 - Asking questions in writing
 - Engaging in polls and quizzes
- Participation not limited
 - Heavy on internet

Your project online



What activities can go online



- Online meeting
 - Project steering groups
 - Stakeholder meetings
 - Peer reviews



What activities can go online



- Webinar
 - Study visits
 - Stakeholder meetings



Be creative & keep your project going!



Roles in online events



Deliver with a smile!





It's a team effort



Organiser

Presenter(s)

Panellist(s)

Chat
moderator(s)

Tech crew



Running webinars

Focus on your key messages





Organiser

- Set key messages
- Define the agenda
- Pick the speakers
- Plan timing and script
 - Speakers' contributions
 - Audience interaction





Presenter

- Open the meeting
- Share a virtual 'goodie bag'
- Prepare for the unexpected





Presenter

- Know your content
- Check your appearance
- Look into the camera
- Be energetic and positive
- Keep it concise





Panellist(s)

- Focus on a specific topic
- Be ready to take questions
- Pay attention to others (maintain dialogue)





Chat moderator

- Make the audience feel welcome
- Keep track of questions
- Provide links and information
- Encourage audience participation



**Good presenter/
panellist**





Interaction and engagement





Ready for the spotlight?

Check your clothing and make-up

- Colours
- Textures
- Hair
- Shine





NOT a good choice



Photos by Asos



Much better





Face, hair and accessories



Photo by [Ilyas Bolatov](#) on [Unsplash](#)

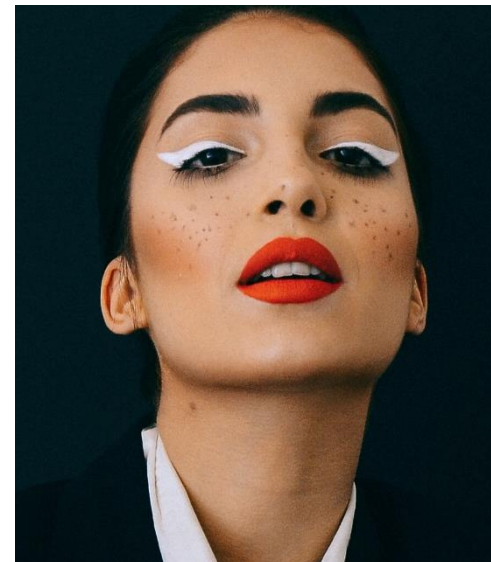


Photo by [Mihai Stefan](#) on [Unsplash](#)



Presentations & social media



Create beautiful presentations



- Be consistent with the style
- Use beautiful visuals with less text
- Use a lot of slides, more is better
- Take your audience on a journey
- Talk about the slide

Create beautiful presentations



Remember:

- max 2 minutes per slide
- 7 points per slide
- 7 words per point

Slide examples



Why

- Introduce – raise awareness about your work – LAST MILE (transport and tourism link)
- Relate – show relevance in broader context – PERFECT (climate change)
- Inspire – present your vision of new reality – RESET (saving water)
- Educate – describe what you do/ how you do it - RaiSE (role of SEs)
- Activate – call on others to do something - INTHERWASTE (Elena)

Image

Speaks hundred words

© Banksy





Pre-event communication

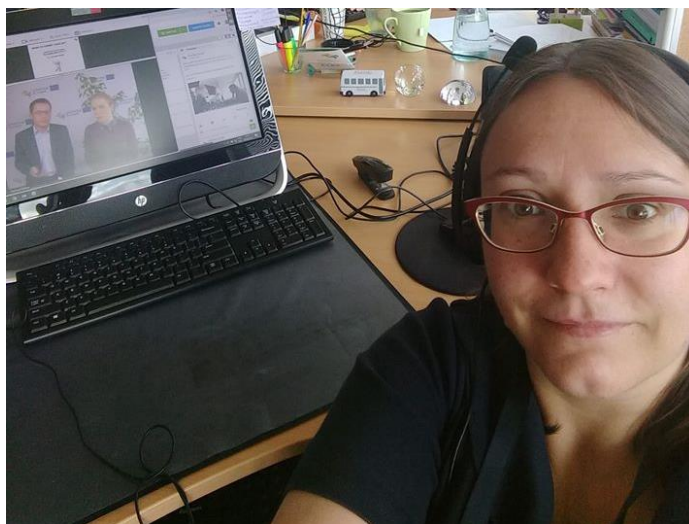
- Communicate and use #
- Send 2-3 reminders
- Focus on 24 hours in advance





At-event communication

- Shout out to your followers
- Reply to every post
- Start conversations
- Use stories & videos





Post-event communication

- Publish
 - Article with the main points/ Q&A material
 - Webinar recording
 - The poll results
 - Speakers' quotes
 - Pictures on social media
- Create a tip sheet
- Promote the reference materials

Webinar design in 5 steps



1. Formulate three key messages
2. Make a simple sticky note story board/
script
3. Ask yourself “So What”
4. Write your magical intro sentence
5. Design interaction



A good webinar

1. Valuable content
2. Engaging format
3. Energetic and positive presenters
4. Easy to join, with good light, audio & video quality
5. Made for the viewer!

Online event tools and tech





Set-up

- Internet connection
- Online device
- Camera and microphone
- Lighting

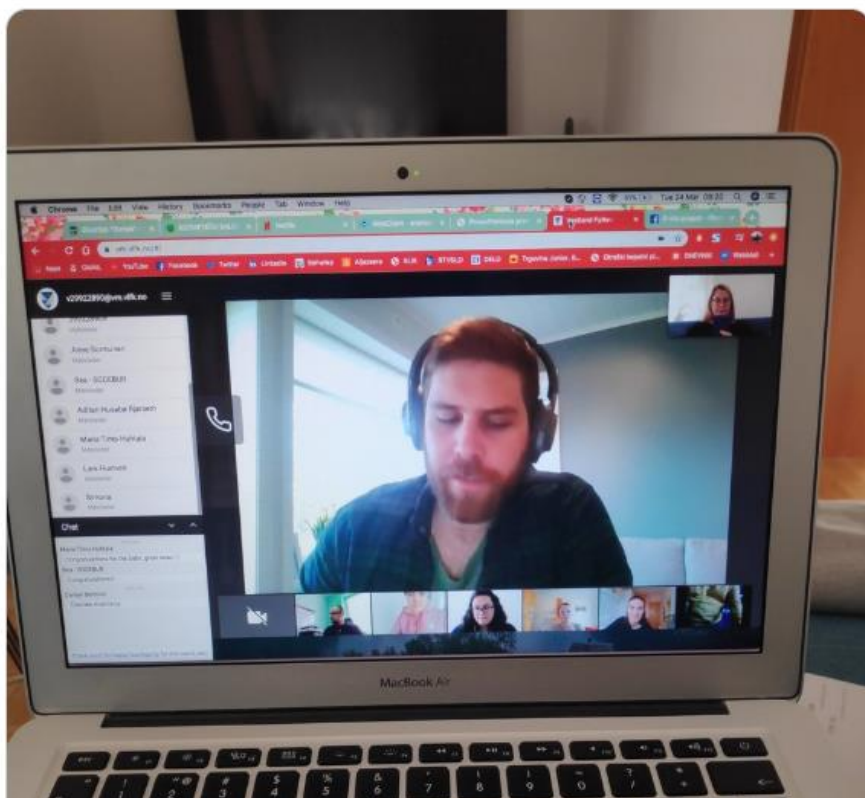
Try and test – upgrade if/ when needed



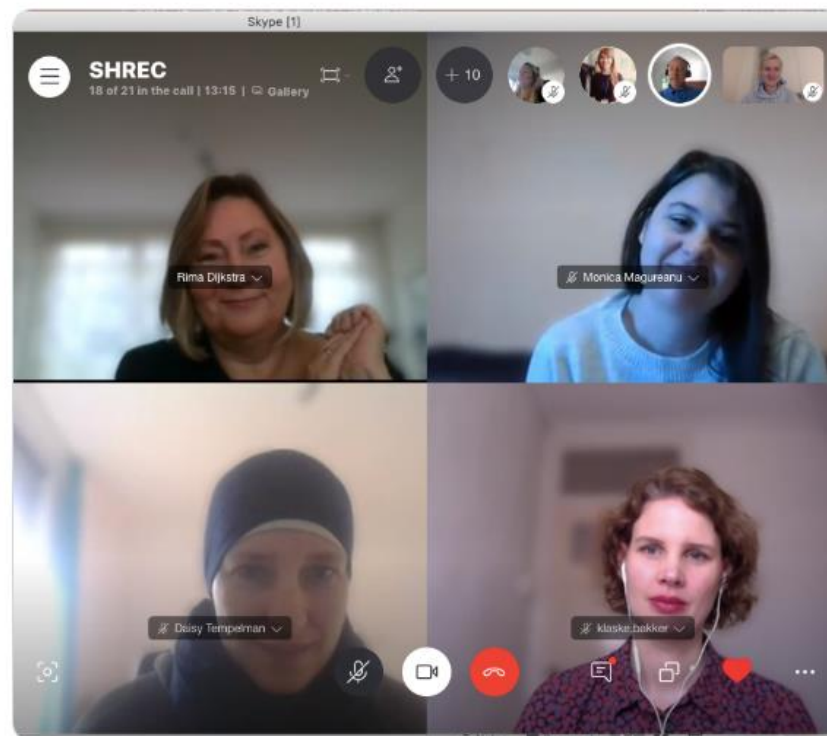
Set-up



Project partners attending two-days online meeting for phase 2 of the project [#projectdevelopment](#) [#phasetwo](#) [#actionplans](#) [#conference](#) [@interregeurope](#)



Today [#SHREC](#) team had a virtual meeting! 🧑🏫🧑🏫 We discussed and analysed energy transition in different European regions, which is so important in today's context! 🌍 Adapting to new working environment and keeping things going! [#interregeurope](#)





Set-up



Set-up





Set-up





Set-up



How to select the tool



Define **your needs**:

- Number of participants
- Closed or open
- Post-event recording or live only
- Features (in-session videos, audience interaction...)
- Flexible or fixed location



Examples of tools

Inspiration for getting started:

NOTE: This list is a compilation of tools used by the Interreg Europe project partners collected during the internal events. The joint secretariat is not providing a particular recommendations for the purchase and use of any of the tools listed below.
Updated 24/03/2020

	Website	Description	Price	GDPR-compliant?
Online Meeting-Tools				
Skype	https://www.skype.com/en/	Video conferencing tool.	free for up to 50 participants	Yes
Adobe Connect	http://www.adobe.com/products/adobeconnect/	Adobe Connect offers web conferencing solutions for webinar, online meeting, mobile elearning, video conferencing and virtual classroom use.	starts at 50 \$/Month, free trail available	Yes
Webex	https://www.webex.com/	Online tool to organise your meeting online or your online event	14 day free plan available, Starter (\$13.50 per month for up to 50 attendees	Yes
Go to meeting /Go to webinar	https://www.gotomeeting.com	GoToMeeting with HD video conferencing is a tool to collaborate in real time. Go to webinars helps you organise online seminars.	\$49 a month for the most basic plan, 30-Day free trial	Yes
Google Hangout	https://hangouts.google.com/webcast/	Google Hangouts works with your Google account, allowing you to communicate with your Google contacts through text messages, video chats and voice calls	free for up to 10 participants, other enterprise-level features	Yes
Microsoft Teams	https://teams.microsoft.com/start	Teams is a collaboration tool that provides dispersed teams with the ability to work together and share information via a common space. It includes features like video conferences, document collaboration, one-on-one chat, team chat.	can only be used as part of Office 365	Yes
Jitsi	https://jitsi.org/	Jitsi is a set of open-source projects that allows you to easily build and deploy secure videoconferencing solutions. At the heart of Jitsi are Jitsi Videobridge and Jitsi Meet, which let you have conferences on the internet, while other projects in the community enable other features such as audio, dial-in, recording, and simulcasting.	free, no account needed	Yes
Whereby	https://whereby.com/	Video meetings with no login or downloads. Video conferencing with screen sharing, recording among other features.	free basic plan, for up to 4 participants	Yes
Zoom-Meeting	https://zoom.us/	Zoom is a cloud based service which offers Meetings and Webinars and provides content sharing and video conferencing capability. You do not need a Zoom account to attend a Zoom meeting, only the host is required to have an account to enable the scheduling of meetings	most basic plan is free (with restrictions), otherwise competitive priced plans	Yes

https://docs.google.com/spreadsheets/d/12v88UF5fO4eRmhRJlwaW8xTkV2q_tAAcNljO6GOhtpo/edit#gid=0





Good luck!

And keep safe from the virus!