Virtual Events Guide

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Table of Contents

Solidify Event Logistics........................................................................................................................................... 2

Select Virtual Event Type........................................................................................................................................... 3

Virtual Event Etiquette............................................................................................................................................. 4

Technical Support.................................................................................................................................................. 5

Marketing & Communications................................................................................................................................. 6
Solidify Event Logistics

We recommend you consider the following in order to host a successful virtual event. Depending on the logistics that you determine are needed, it will help you decide which platform to use.

- Main Event POC
- Target Audience
- Goal of Event
- Expected Attendance
- Live Q&A
- Qualtrics Q&A - questions collected before-hand via a Qualtrics form
- Is the event public, or is it internal only? (Only MSU Denver credentials)
- How many presenters do you anticipate?
- Confirm if a moderator is needed
  - A feature on Teams Live Events allows a moderator to filter live Q&A questions that come in, and then can share with presenters
- Are the presenters familiar with the various virtual event platforms?
  - MS Teams Live Events, MS Teams, Zoom, etc.
  - Test runs, background download, training, etc.
- Are questions being collected before-hand?
  - Via Qualtrics or another system?
- Are there visuals?
  - PowerPoint, video, etc.
- Where will the event information live?
  - Ex: on the Student Affairs website

Event Considerations - due to the demand for virtual tools, it is important to consider the following.

- Time of the event (lunch hour vs. evening)
  - Consider scheduling your event instead of on the hour, 15 after the hour
  - Consider your target audiences schedule
    - EX: If the event is targeted to Parents or Families, an after-work hour event would work best for them
- Day of the week
Select Virtual Event Type

Based off the logistics pinpointed on the list above, you will determine which platform to use based off their capabilities.

- **Microsoft Teams Calendar Meeting/Event**
  - Ability to record the session – can be posted on a website after the event
  - All attendees and presenters are in the same meeting
  - Chat panel
  - Hand raising feature
  - Screen sharing feature
  - Up to 9 people can be viewed on screen at one time, but the view will change based off of who is speaking and who last spoke
  - Pin active speakers (up to 9 people)

- **Microsoft Teams Live Event**
  - Live Q&A
    - Public and private options
    - Distinguishes producers, moderators, panelist/presenters from attendees
      - Internal chat panel for moderators, producers, panelists/presenters (not publicly viewable)
  - Ability to record the session – can be posted on a website after the event
  - Screen sharing feature
  - Active speaker view (only features those who are talking) OR Panelist view (all panelists shown at once)
  - Captions

- **Zoom Event**
  - Ability to record the session – can be posted on a website after the event
  - All attendees and presenters are in the same meeting
  - Chat panel
  - Screen sharing feature
  - Active speaker view (only features those who are talking) OR Panelist view (all panelists shown at once)
Virtual Event Etiquette

1. Keep your microphone muted when not speaking.
2. Disable your webcam when not presenting.
3. Keep bandwidth dedicated to your virtual event. No web-surfing or watching Netflix.
4. Close other computer programs that make noises & notification sounds.
5. Try to have uniform lighting and maintain proper distance from your camera.
6. Plan ahead for your virtual events, and as often as possible, join the event from a location where you can use a fast, reliable, wired Internet connection.

Participation:

1. Don’t talk over other speakers. Use the “raise hand” feature in Teams.
2. Dress appropriately for the webinar, be aware of your surroundings and behavior.
3. Join the webinar on-time.
4. Don’t share sensitive information. Meeting IDs & Invites are private, unless otherwise noted.
Technical Support

- Microsoft Teams Training
- Zoom Support
Marketing & Communications

It is strongly suggested for a highly attended virtual event, you can consider these internal avenues.

- Early Bird
- 'Runner & Student Hub