

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
 - o Zoom meeting can support up to 300 people
 - o 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
 - o If needed, write a script
 - o If there are multiple speakers, develop an agenda
- Consider if your event will be moderated
 - o Ensure moderators know their assignments
- Decide if participants will need to register
 - o Determine who is collecting and tracking that information

Recording Your Event

- Consider how you will record your event
 - o Is the quality of the recording important?
 - o Do you have the necessary equipment?
 - o Would a teleprompter be helpful?
- Decide if your event will be pre-recorded, or livestreamed
 - o Where will the recording be "hosted" (on a website, YouTube, another place)?
- Determine the location of your recording
 - o Consider noise, lighting, whether you will be interrupted during recording
 - o If you would like to record in a specific location, determine availability in advance
- Keep social distancing in mind
 - o 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
 - o How will the audience participate (chat, audio, video)?
 - o Do you want your audience to be muted?
 - o Should audience cameras be muted?