



INDIANA UNIVERSITY

VIRTUAL EVENT GUIDE

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OFFICE OF UNIVERSITY EVENTS

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INTRODUCTION

As IU considers ways to publicly recognize our students, colleagues, alumni, donors, and other constituents during a period of rapidly changing conditions, the Office of University Events has compiled this guide to virtual events. We hope you will find this information useful and that you will contact us with your questions and comments at virtueco@iu.edu.

Virtual events are not and do not need to be exact replicas of in-person events. They are not better or worse than in-person events, and they provide their own opportunities for unique experiences and interactions.

Virtual events are already a part of our lives. In sporting, for example, it is watching a game on television, hearing the crowd roar, and seeing the players in action. In addition, webcams and phone apps now make it possible to have virtual family reunions and other types of meetups with far-off loved ones. The situation we are in now provides unique challenges to communicate a sense of location and camaraderie. In planning virtual events, we need not only to create content, but also to create the shared space in which to celebrate and feel a sense of community. That experience exists on some level already through social media, which allows shared expression and promotes group involvement. The virtual event ideas set forth here involve creating a venue, taking advantage of online media resources, and providing an opportunity for direct and immediate engagement.



LIVE vs. RECORDED EVENTS:

Does it need to be live? What are the benefits of each approach? Some points of deliberation are listed below.

Recording with soft launch:

A link for a pre-recorded video is posted, and the video can be watched at any time. This method offers opportunities for higher-quality presentations (video and audio) and removes the need for all attendees in all time zones to have access to technology at the same time. Can be saved and replayed as a keepsake. Can be edited and presented as a more finished product. Reduces chances of mistakes and/or technical issues.

Recording, with a hard launch date, but also available for future streaming:

The video can be first watched at a specific time and date, which can be coordinated with various social media tools to allow all viewers to collectively view the recording and chat or post content in real time. This method allows active participation in an event, but with the higher quality of pre-recorded content. The event would remain archived and viewable beyond the initial launch, but without social media component.

Live:

Offers opportunities for direct interaction with the presenters, including Q&A, polls and feedback. There is a feel of being part of something happening *now*.

Note on social media components tied to events:

If virtual event organizers are concerned about the content of social media messages related to their events, there is IU-supported software that makes moderation possible. Products include Microsoft Teams, Google Chat, and Canvas. Chat participants can be limited to predetermined groups, and questions-and-answer sessions can be monitored to prevent inappropriate messages.



- IU supported platform.
- Up to 300 participants in standard meeting.
- Spotlight control manages what virtual attendees see.
- Other audio and video controls are available.
- Presentation-only or active participation modes are available.

Indiana University Broadcast

- Recorded or pre-recorded streams.
- Can be produced in a studio or on location.
- Recordings can be submitted for editing.
- Video links can be directly shared (not public).



- Enables users to make a private live video and share it with specific participants.
- Please note that YouTube does not allow for viewers to be added after the stream has begun.



- Facebook's go-live feature enables users to go live in a private group, where only the members of that group would see the live video.
- It is possible to make a private Facebook group for a specific event and specify desired invitees as members of that group.

Facebook and YouTube allow moderating in real time. Facebook keeps the chat and the live video in the same window. YouTube features the chat field in its own window for less confusion.

PERSONALIZING THE EVENT

Small, intimate gatherings:

These events can have a private, one-on-one atmosphere, like tea/coffee chats, fireside chats, receptions, small lunches, or dinners.

- Create a pre-recorded video of a special venue on campus, to give viewers a feel of being on campus.
- The host could pre-record a message from the lectern.

Business meetings:

There are many ways to enhance a virtual meeting. While you'll want to stay focused on the purpose of the meeting, keeping meeting participants engaged is key.

Consider the following tips when planning your virtual business meeting.

- Distribute an agenda before the meeting, to include roles and assignments during the meeting such as lead/moderator, chat monitor, notetaker, etc.
- Collect questions or comments via email beforehand or enable the chat function during the meeting.
- Ensure that the goal of the meeting is clear.
- Begin the discussion as the meeting organizer, lead, or moderator joins. Set the tone so that all meeting participants feel comfortable in contributing to the discussion.
- Participants should introduce themselves quickly and include a fun fact, if time allows.
- Use the gallery view so all meeting participants can be viewed simultaneously.
- Use polls or surveys at appropriate points of discussion to ensure that it is an interactive meeting, and everyone is actively listening and participating. Share poll or survey results in real time.
- Gamification is also an option, if appropriate. A quick game or competition will capture everyone's attention.
- Call on participants and ask their opinion on what's being discussed.
- Address questions and comments during the meeting. Do not wait until the end of the meeting.
- Encourage discussion with open-ended questions. If possible, assign a discussion facilitator for the meeting.
- Create a hashtag and encourage social media sharing, if the discussion allows.
- Cater lunch via delivery or provide snacks via mail. Food brings everyone to the discussion table!

Recognition/award events:

Use carefully crafted video packages and personalized messaging to honor those being recognized in a unique way. Add a social media element to allow honorees to feel part of the group and congratulate each other. Try these suggestions and look for other ways to personalize!

- Recognize recipients online through a webpage and in social media accounts. Gather photos of recipients. The script for an in-person event can be a starting point for the webpage and social media posts. Consider a slide show to honor recipient(s).
- During the event, state the name, title, achievement, and a brief bio.
- Ask a recommendation letter writer or nominator to record a congratulatory message. The verbiage can be outlined for them, but they can inject personal touches. The outlined information should include information from recipient biographies.
- For each congratulator, post their name/ title/how this person knows the recipient.
- Produce a program booklet with the list of honorees, which can be distributed electronically or by mail.
- Email or mail recipient's certificate and other materials that would normally be part of an in-person ceremony.
- Present honorees with a small token or gift, which may be distributed electronically or by mail.
- Don't forget to create a hashtag for social media sharing and share with other IU social accounts.

TIPS FOR RECORDING VIDEO ON YOUR CELL PHONE

- Always shoot in landscape mode.
- Clean your camera lens regularly.
- Don't use the zoom function.
- Record in your phone's normal video record function, then email the video.
- The camera should be placed on a hard surface and not held.
- Speakers should talk to the camera lens and not look at the screen.
- Make sure you are in a room without echo.
- Make sure faces have lighting and that there is not a window behind them.
- Watch and listen before you submit!

Virtual Event Support

virtueco@iu.edu

Support for all events that need to be held virtually in the immediate future due to COVID-19 response. Please also confer with your departmental technical support services for your event's specific needs.

Zoom Sources

<https://uits.iu.edu/zoom> (General IU Zoom Page)

<https://kb.iu.edu/d/bfqu> (Overview of Zoom)

<https://support.zoom.us/hc/en-us/articles/115005474943> -Meeting-and-Webinar-Comparison (Note: Webinar requires additional licensing.)

<https://support.zoom.us/hc/en-us/categories/200101697> (Getting Started)

Virtual Ceremony Vendors

Marching Order

info@marchingorder.com

<https://virtualgrad.marchingorder.com>

Markey's

<https://www.markeys.com/virtual-meeting-services>

Stageclip

Matthew@stageclip.com; Rupert@stageclip.com; Ian@stageclip.com;

Chuck@stageclip.com

<https://stageclip.com>

For Faculty

<https://keepteaching.iu.edu/resources/index.html>

Powerpoint Recording

<https://iu.pressbooks.pub/semesterchecklist/chapter/recording-in-ppt/>



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