

Virtual Event Best Practices

Goal: Keep attendees **Engaged. Energized. Enlightened.**

Presenter/Moderator

Practice a dry run session prior to the live event.

- Ensure you are sitting in a quiet location with a strong steady internet connection.
- Test your audio and obtain a headset if required by your audio quality.
- Center yourself with the camera with the lens just above where your image appears. Show from shoulders up and ensure attendees can see facial expressions.
- Organize your background to avoid distractions or use a background filter.
- Look directly into the camera lens when speaking and imagine you can see your attendees.
- Place notes so they are in line of the camera. Know your content, so you need only glances.
- Nod your head. Smile. Use other nonverbal listening behaviors. Use attendee names. Bring energy to your voice.



Slides (good design + accessible)



- Run Review > Check Accessibility within PowerPoint to confirm accessibility.
- Ample white space. Don't crowd the slide. Ideally 1–2 ideas per slide.
- Limited bullet points per slide with short sentences. Instead use images to represent ideas.
- Aim for foreground/background color contrast.
- Avoid color as the only means of conveying information.
- Add Alt Text (Right-click image. Select Edit>Alt Text.)
- Check for unique slide titles that convey meaning.
- Provide the PowerPoint slidedeck prior to the session.
- Ensure video has corresponding script.

Session

- Connect the session outcomes to their work world. What challenges spurred them to register? At session end, what content nugget can they apply immediately back at work?
- Interact with attendees every 3–5 minutes.
- Advance the slide every 1 minute with 1 topic per slide.
- Capture attention with compelling graphics, video, and charts. Avoid dense bullet point slides.
- Address attendees by name when possible.
- Enable attendee video to create a classroom or live event feel. Ask attendees to ensure their name that appears is accurately on their video (Right click image > Rename)
- Allow chat “conversations” to give attendees a chance to interact with you and their peers.
- Encourage attendees to participate and share using various virtual modalities.
- Share additional resources to extend the learning outside the session (websites, social media, linked documents, etc.)

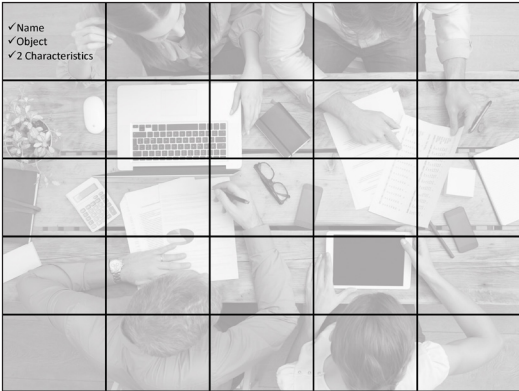



1 minute ►

Interaction Tools – Defined

Tool	Use	Benefit
Chat	<ul style="list-style-type: none"> ■ Get immediate attendee input. ■ Encourage collaboration. ■ Small group discussion – private chat. 	<ul style="list-style-type: none"> ■ Builds a sense of community. ■ Chance to “hear” others thoughts and consider a network connection later. ■ Actively engage attendees in discussion.
Application or screen sharing	<ul style="list-style-type: none"> ■ Share a desktop, websites, or documents. ■ Turn over control to a specific participant to show their solution to an activity. 	<ul style="list-style-type: none"> ■ Demonstrate steps in a software process. ■ Practice using tools in real time. ■ Discuss and learn together without needing to import information. ■ Model an activity and then give control to an attendee to try.
Status Icons/ Emoticons	<ul style="list-style-type: none"> ■ Gain immediate feedback. ■ Recruit volunteers to lead an exercise. ■ Celebrate. Show emotion. 	<ul style="list-style-type: none"> ■ Attendees can “vote” or respond on an issue. ■ Creates smooth transition from one speaker to another with a raised hand. ■ Establish rapport.
Polling	<ul style="list-style-type: none"> ■ Encourage reflection. ■ Compare responses. ■ Review levels of experience. ■ Check for understanding. ■ Debate over key topics. 	<ul style="list-style-type: none"> ■ “Hooks” attendee to kick off a session. ■ Provides instant feedback. ■ Compare your response, industry knowledge, and training needs. ■ Tailor session depth around poll input.
Breakout rooms	<ul style="list-style-type: none"> ■ Case studies. ■ Small group discussion. 	<ul style="list-style-type: none"> ■ Provides 1:1 focused learning. ■ In-depth topic exploration. ■ Fosters networking & community building.
Video	<ul style="list-style-type: none"> ■ Share video either streaming or embedded to kickoff a topic, reinforce, offer a story. 	<ul style="list-style-type: none"> ■ Create an enhanced connection to topic. ■ Engaging – movement vs. static screen. ■ See an example or hear a perspective from the source vs talk about it.
Whiteboard	<ul style="list-style-type: none"> ■ Brainstorm. ■ Attendee self-introduction. ■ Promotes collaboration. ■ Capture ideas. 	<ul style="list-style-type: none"> ■ Gives the presenter/moderator tool to guide and record conversation. ■ Creates community feel and learn from one another with a sharing of ideas within the classroom. ■ Adds opportunity for fun activities.

Interaction Tools – Activity Example

Tool	Activity Example
Chat	<ul style="list-style-type: none"> ■ Allow attendees to chat freely during the session about a topic with one another. Encourage them to comment on other’s entries. Use @[name] to address someone specifically in public forum. ■ Ask attendees to brainstorm examples within Chat of a particular something. Comment on a few but allow group to read solo. Ask for raised hand status icon to share their favorite or example that applies to their situation. ■ Open various chat pods to discuss a topic. Assign a spokesperson to take notes and report back before starting the activity. ■ Ask attendees to share their role in the company, challenges that brought them to session, years in the company – any detail that can guide discussion or strengthen networking or mentoring opportunity.
Polling	<ul style="list-style-type: none"> ■ Ask the group to make a guess on a session topic statistic with a multiple-choice poll. Present the data and discuss the reasoning or how it impacts your perception or learning. ■ Yes/No – Gauge level of experience. ■ Multiple-choice - Agreement with a topic by sharing statements. ■ Scaling question – To what degree does a description align to your belief. ■ Share a variety of topics and see which has more interest for later potential training.
Status icons/ Emoticons	<ul style="list-style-type: none"> ■ Use to keep session organized vs talk whenever. “Raise hand to speak”. ■ Use icons for a quick polling alternative. “Let’s see a show of hands using the status icon, who has ...” ■ Use as an indicator when a person/group has completed an activity. ■ Ask questions as a fun intro “have you ever...” or gauge experience. ■ Emoticons to show applicability of a topic
White board	<ul style="list-style-type: none"> ■ Group grid: Create a slide with a matrix. Assign each square of have attendees self-select. Ask them to type an example or answer into the square. Have attendees them put their initials next to the idea that most agree with/want to know more about, other than their own. <div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div data-bbox="443 1325 959 1713" style="border: 1px solid black; padding: 5px;"> <p>✓ Name ✓ Object ✓ 2 Characteristics</p>  </div> <div data-bbox="974 1325 1490 1713" style="border: 1px solid black; padding: 5px;"> <p style="text-align: center;">What Image Best Describes You?</p>  </div> </div>