

Virtual Event Plan (Zoom)

NAME OF EVENT GOES HERE!

Friday, April 10, 2020
11:00 a.m. - 12:00 p.m. PST
Zoom:

Overview

Purpose/Objectives:

Learning Outcomes and/or Call to Action:

Style

Webinar/Presentation (*Presenters and hosts only, participants muted throughout-communicate through q+a or chat functions*)
Meeting (*Presenters and participants on video and audio*)

Roles

(See [roles](#) section for additional information)

- **Virtual Stage Manager:** Name
- **MC/Host:** Name
- **Chat/Q+A Moderator:** Name
- **Spotter:** Name
- **Presenters/Panelists:** Name
- **Breakout Room Hosts:** Name

Estimated Attendees

Number:

Audience Makeup:

Schedule/Agenda

Time	Dur.	What/Who	Screenshare/Visuals/Video	Audio
PRESHOW				
10:00 am		Start group text backup channel (MC/Stage Mgr)		
10:00 am	-30m	Start Zoom (Stage Mgr) <ul style="list-style-type: none"> • MC and presenters connect, troubleshoot • Make all presenters and room hosts “co-hosts” • Share cell numbers for group text • Stage Mgr assigns co-host roles if needed, checks meeting settings • Test graphics and slides • Stage mgr start individual chat window with presenters • Set up breakout rooms (if not done previously) 		
10:30 am	10m	Breakout hosts join call <ul style="list-style-type: none"> • Test breakout room assignments and functions. • Assign breakout room hosts at this time 		
	-10m	“Preshow” Mode <ul style="list-style-type: none"> • “We will begin in _____ min VOGS (MC) As needed 	**Stage Mgr screenshare** -Event title slide (share screen2 with comp audio enabled for bg music)	-Mute all participants -Uncheck allow participants to unmute themselves -Background music -Unmute Host/MC as needed
PROGRAM BEGINS (In case of presenter or MC drop, see vamping plan)				
WELCOME / OPENING				
11:00 am	2m	Welcome (MC via audio only) <ul style="list-style-type: none"> • Begin recording (stage mgr) • Brief overview of agenda and presenters 	**Stage Mgr screenshare** -Stay on event title slide	-mute bg music
		Housekeeping Notes (MC)	-Housekeeping slide	
		Introduction of First Presenter (MC) <ul style="list-style-type: none"> • Presenter bio read • Hands off to presenter 	-Event title slide **End of introduction, Stage Mgr stop screen share**	
PRESENTATIONS				
11:02 am	7m	Presenter 1 <ul style="list-style-type: none"> • notes 	**Presenter control screen** -Presenter starts their video or shares their screen	-Unmute presenter -Mute host
11:08 am	1m	Introduction of Second Presenter (MC) <ul style="list-style-type: none"> • Presenter bio read • Hands off to presenter 	MC starts their video MC stops their video	-Unmute host

11:09 am	5m	Presenter 2 <ul style="list-style-type: none"> notes 	**Presenter control screen** -Presenter starts their video or shares their screen	-Unmute presenter -Mute host
11:12 am	1m	Introduction of Third Presenter (MC) <ul style="list-style-type: none"> Presenter bio read Hands off to presenter 	MC starts their video MC stops their video	-Unmute host
11:18 am	5m	Presenter 3 <ul style="list-style-type: none"> notes 	**Presenter control screen** -Presenter starts their video or shares their screen	-Unmute presenter -Mute host
11:22 am	1m	Introduction of Fourth Presenter (MC) <ul style="list-style-type: none"> Presenter bio read Hands off to presenter 	MC starts their video MC stops their video	-Unmute host
11:23 am	5m	Presenter4 <ul style="list-style-type: none"> notes 	**Presenter control screen** -Presenter starts their video or shares their screen	
11:27 am	1m	Introduction of Fifth Presenter (MC) <ul style="list-style-type: none"> Presenter bio read Hands off to presenter 	MC starts their video MC stops their video	-Unmute host
		Presenter 5 <ul style="list-style-type: none"> notes 		
		Transition to additional campuses <ul style="list-style-type: none"> Announce 10 min time frame, additional time after breakouts Share only additional or different ideas to what was previously presented Use raise hand function - Phyllis or Clif will unmute their mic and allow their video 		
	10m	Additional campuses	Allow participant to share video	Unmute individual
11:38 am	1m	Transition to breakouts (MC, CLIF) <ul style="list-style-type: none"> Housekeeping reminders for breakouts Hand raise by room, meeting host will assign participants to the rooms. Follow notes in presentation and script 	MC starts their video MC stops their video	-Unmute host
Breakout Discussions				
11:39 am	20m	Room 1: Topic (Host) Room 2: Topic (Host) Room 3: Topic (Host)		
12 pm	1m	End breakout sessions, return to main event		
Q+A SEGMENT				
12:00 pm	30m	Q+A/Roundtable (MC) <ul style="list-style-type: none"> MC thanks presenter MC turn to chat moderator 	**Stage mgr control screen* -Q+A slide -presenter on video	-Unmute host

		<ul style="list-style-type: none"> Richard begin questions <ul style="list-style-type: none"> See q+a method MC announce add'l q+a follow up via email 		
12:30 pm	2m	Closing remarks (MC) <ul style="list-style-type: none"> Next event CTAs, thank participants 	-Next event slide -Social media CTA slide	
END PROGRAM				
12:45 pm	15m	Allow chat to continue		-Mute all, bg music
END ZOOM				

Logistics

Zoom Info

Paste call info here

Host Roles

Note: give several staff members host or co-host capabilities. This way, the meeting won't "end" if the official host drops off.

	<u>Virtual Stage Manager</u>	<u>Host/MC</u>	<u>Chat/Q+A Moderator</u>	<u>Spotter</u>
Who:	Name	Name	Name	Name
Responsibilities:	<ul style="list-style-type: none"> Zoom host Controls main screen graphics and screenshare Controls mute and unmute of participants Keep eye on time, use 1:1 chat function to notify panelists Sends messages in chat to participants if experiencing technical difficulties Has backup of presenter's slides ready to share 	<ul style="list-style-type: none"> Zoom co-host Covers welcome announcements, housekeeping rules, panelist introductions and vamping Has backup of basic event graphics in case stage manager cuts out 	<ul style="list-style-type: none"> Zoom co-host Oversees chat or q+a room, makes list of pertinent questions Sends messages in chat if experiencing technical difficulties Keep eye on chat for inappropriate comments 	<ul style="list-style-type: none"> Registers and attends as participant Alerts stage manager to any technical issues Stage mgr or Host/MC can add spotter as co-host if they need to step away or exit call Keep eye on chat for inappropriate comments
Primary Device:	Laptop			
Audio Setup:	External mic, laptop speakers or headphones with inline mic			
Backdrop	None, studio bg if needed on camera			
Backup Device:	Tablet			

(additional roles, if needed: co-hosts/mcs, chat moderator, green room host)

Panelists/Presenter Roles

	<u>Presenter 1</u>	<u>Presenter 2</u>	<u>Presenter 3</u>	<u>Presenter 4</u>	<u>Presenter 5</u>
Who:	Name	Name	Name	Name	
Responsibilities:	<ul style="list-style-type: none"> Set as meeting co-host Controls screen share during presentation 	<ul style="list-style-type: none"> Set as meeting co-host Controls screen share during presentation 	<ul style="list-style-type: none"> Set as meeting co-host Controls screen share during presentation 	<ul style="list-style-type: none"> Set as meeting co-host Controls screen share during presentation 	
Primary Device:	<i>laptop</i>				
Audio Setup:	<i>Headphones with inline mic</i>				
Backdrop	<i>Room</i>				
Backup Device:	<i>Phone</i>				
Slides Screenshare:	Share any presentation graphics with stage mgr prior to event as backup.				

Chat Rooms (Breakout Rooms)

	<u>1. Topic</u>	<u>2. Topic</u>	<u>3. Topic</u>	<u>5. Topic</u>
Who:	Name	Name	Name	Name
Responsibilities:	<ul style="list-style-type: none"> Set as meeting co-host Leads breakout room discussion 	<ul style="list-style-type: none"> Set as meeting co-host Leads breakout room discussion 	<ul style="list-style-type: none"> Set as meeting co-host Leads breakout room discussion 	<ul style="list-style-type: none"> Set as meeting co-host Leads breakout room discussion
Primary Device:	<i>laptop</i>			
Audio Setup:	<i>Headphones with inline mic</i>			
Backdrop	<i>Room</i>			
Backup Device:	<i>Phone</i>			

Q&A Method

- Participants will ask questions in the chat room
- During q+a we will alternate between Richard reading a question from the chat, asking those who wish to answer that question will be asked to raise their hand. We will call on someone with a raised hand, unmmute them.
- MC will help keep time

Vamping Plan

- Trivia game - slides to be prepared

Backup Communication Between Hosts/Panelists

- Group text

Visuals

Event Graphics

- Title Slide
- Housekeeping Slide
- Standby Slide
- Vamping content

Presentations/Panelists

- Presenter to screen share, stage mgr will have backup copy ready to share

Interactive Functions

- none

Special Meeting Settings

- Mute all participants except hosts/co-hosts
- ***check recording and screen sharing settings***
 - Disable screen share and video for general participants

Pre-Event Checklist

2+ Weeks Before

- Confirm the date, time, title, and description for your webinar
- Assign webinar roles: host, co-hosts, panelists, participants, etc.
- Schedule the webinar/Zoom meeting
- Meet with panelists to confirm the webinar's structure and content
- Create and share Virtual Event Plan
- Decide whether your webinar will require attendees to register
- Request any necessary permissions from IT
- Create and send email invitations
- Arrange plans for closed captioning as needed

1 Week Before

- Review the webinar and account settings to confirm they're to your liking
- Finalize your presentations; add poll questions as needed
- Check your list of attendees
- Encourage attendees to download the desktop client or app before the meeting
- Host a tech rehearsal to review the event plan and run through any screen shares, presentations, video and interactive features.
 - Have presenters/panelists do this rehearsal with the setup they will use for the event.
 - Double check camera placement, background, lighting, audio, distractions, etc.
- Prepare post-events surveys and follow up email messages
- Send event reminder email to attendees
- Finalize screen graphics and presentations
- Share backup copies of screen graphics and presentations with stage managers, hosts and moderators

Day Of

- Send attendees a reminder email with the call login information
- Follow schedule/run of show and host tips

Post Event Checklist

- Trim the webinar recording if needed. Add captioning. Publish to video sharing site or get Zoom recording links
- Thank you, follow up emails
 - Share recording (zoom public link) and slides (pdf or google slides) with audience
 - Audience and panelist surveys
 - Remind audience of any calls to action and promotion of next event(s)
- Download video/save to Google Drive archive
- Download chats
- Follow up with any unanswered q+a questions (presenter and host)

Tips for Presenters and Panelists

Internet Connection and Computer Tips

- Have a backup device available, preferably on a different internet connection (i.e. phone).
- Use a wired ethernet connection when possible.
- If using wifi, disconnect as many unused devices from your network as possible (smart tvs, ipads, google home/echo type devices)
- Ask household members to not use wifi during the event.
- Position yourself 4-5 feet away from your wifi router if possible.
- If calling via phone for your audio, disconnect wifi-calling from your phone.
- Close unused apps, browser windows or programs on your device.
- Shut down and restart your device earlier in the day so your machine is not “tired”.
- Use dual monitors when possible.
- Prior to event, make sure zoom software/plugins are up to date.

Audio

- Wired headphones with an in-line microphone are preferred (make sure the cord is in good condition).
- If possible, use a quality external mic (like a podcast mic or lavalier) and separate headphones.
- Use laptop mic as a last resort, as they are designed to pick up extra noise.

Camera Placement and Framing

- Place laptop camera or webcam iris at eye level (or just above).
- Clean the camera lens.
- Place yourself centered horizontally on the screen, and line up your eyes at the top third of the screen.
- Avoid cutting off the top of your head or the bottom of your chin.
- When speaking, look at the iris of the camera. If needed, put a small happy face or picture just above your webcam and present to it. It will look like you are talking to the participants through the camera.

Lighting

- Make sure that your face is nicely illuminated as even as possible
- If you don't have video lighting, use natural light from a window in front of you (indirect daylight is best) or set up a lamp (or two) in front of you with a soft “daylight” balanced bulb (~5000k color temperature)
- Avoid mixing light temperatures when possible (i.e. your video light is “daylight” but your background room is “warm” (3000k)

Backgrounds

- Natural/Room Backgrounds
 - Use an environment where you are lit brighter than your background.
 - Avoid harsh light and shadows in the background.
 - Avoid lighting “hotspots” from windows with direct sunlight in your background.
 - Avoid a background where household members or pets can walk behind you.
 - Some furniture or decorative items in the background will add interest, depth and personality... however, avoid inappropriate, distracting items and cluttered surfaces.
 - See “[limiting distractions](#)”
- Virtual Backgrounds
 - Zoom offer the ability to use a custom virtual backgrounds (on some devices).
 - For instructions and tips, visit the [Zoom website](#).
 - Only use a virtual background if you are well lit.
 - Avoid green clothing and warm lighting with a green tint.
 - Preferably, use a physical green screen or wall behind you in your “studio” that is well lit evenly.
 - Use a background image that shows your personality, or branded to the event/organization... however, make sure the image is appropriate and not too distracting to the participants.
 - Test your virtual background ahead of time or during our pre-event rehearsal meeting.
 - Discontinue using the virtual background if there is too much “noise” surrounding you on camera or if your body parts are disappearing.

Clothing

- Wear clothing that will contrast with your background so that you don’t blend into it.
- Avoid small prints, stripes or busy patterns.
- Avoid green clothing if using a virtual background.

Screen Sharing

- Have your screenshare content open and ready to present before the program begins.
- When possible share only the app window, pdf document or image.
- If sharing your desktop, make sure the background is appropriate (or event branded).
- Close or hide email windows, anything with sensitive information, extra applications or browser tabs.
- Turn off on screen notifications and messenger services (or keep them to a second monitor that is not shared).

Limiting Distractions

- Turn off notification noises on your device and devices that will be used around your setup.
- Avoid ambient noise where possible (typing, bumping the microphone, crumpling paper, fans, appliances, beeping devices)
- Keep pets, children, etc. out of the room to avoid interruption

Tips for Stage Manager and Hosts

General

- Prepare a vamping plan (activity, conversation or chatter to keep participants entertained during any technical issues)
- Prepare and test any interaction features, q+a methodology
- Host a pre-rehearsal: run through event plan, test features, graphics and presentations
- Green room: use breakout room feature to bring any panelists or presenters into a separate room if you need to prepare without early attendees seeing.
- Have multiple co-hosts so that the meeting doesn't close/end if main host drops off

30 Minutes Before

- Start the Zoom meeting
- Greet panelists and review everyone's roles
- As panelists join, confirm that their audio and video are running smoothly
- Double check special settings are configured correctly for you meeting.
 - Allow or disable attendee chat
 - Allow/disallow participants to start video and mute on entry
 - Allow/disable participants ability to screen share
 - Allow/disallow multiple screen shares at the same time
 - Q&A/chat functionalities
 - Breakout rooms and breakout room hosts or preassignments
 - Polls

15 Minutes Before

- Run a final audio, webcam video, and content sharing test
- Review your host controls

5 Minutes Before

- Mute all panelists/presenter; they will remain muted until the presentation starts
- Attendees will join muted; they will be able to see and hear panelists
- Moderator: welcome the attendees and let them know you'll be getting started soon

Webinar Start Time

- Start recording (unless you have enabled automatic recording)
- Unmute yourself and start the video
- Begin the presentation with welcome and housekeeping items
- Confirm that other presenters are ready to be unmuted and video is on
- Monitor Q&A or chat for technical concerns from attendees (chat moderator)
- Use the "spotlight video" feature during panel sessions to lock the speaker view video on the current speaker

