



 **IEEE**
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Organizing Online and Hybrid Events

2020 IEEE YP Webinar Series

Best practices for online events

- **Benefits:**
 - It's cheaper and easier to organize than an in-person event
 - No geographic limitations for attendees (except for time-zone impact)
- **Best practices:**
 - Keep the session short (up to 45 minutes) or have breaks
 - Promote the event through social media and email notices → make sure you have a registration form that will enable event reminders
 - Record the event and make it available to attendees and no-shows
 - send a follow-up survey to attendees to see what they thought about the event and what you can improve on in the future
 - Depending on event type, encourage attendees to turn on their cameras and make use of engagement features on the platform (chat, Q&A, polls, etc.)
 - If you're planning on having a Q&A session or anything that relies on content from attendees, make sure you do have some backup content to fill in any awkward silence
 - Attendance at a virtual conference is usually highest the first day, with that in mind you'll want to schedule the best content to take place early. Keep your first day upbeat with pre-recorded welcoming remarks and panels.

Best practices for online events

Budget Model Example

EXPENSES

- Support
 - Presenter Training
 - Day(s) of Conference
- Platform
 - Additional Licenses
 - Additional Tools
- Promotional Video
- Hybrid Pre-recorded
 - Panels
 - Keynotes
 - Opening Remarks

REVENUE OPPORTUNITY

- Live Attendance
- On-demand Attendance
- Sponsorship
 - Dedicated Gallery Page
 - Session Promotion
 - Giveaways
 - Branded Backgrounds
 - Email Promotions
 - Lists of Attendees
 - Live Chat Transcripts
 - Retargeting Ads

Best practices for online events

Sponsorship Packages Example

Benefits	Bronze	Silver	Gold	Platinum
Logo recognition on Virtual Summit webpage with link to your virtual profile or website	Website	Virtual Profile	Virtual Profile	Virtual Profile
Pre and Post Summit Attendee List	Yes	Yes	Yes	Yes
Attendee Analytic Reports; profile activity, visits, downloads	Yes	Yes	Yes	Yes
Virtual Conference Registrations	Yes	Yes	Yes	Yes
Complimentary Customer Virtual Summit Passes	Yes	Yes	Yes	Yes
Create a virtual exhibitor booth		Yes	Yes	Yes
Resource downloads (brochures, white papers, etc.), schedule a call functionality		Yes	Yes	Yes
Video content		Yes	Yes	Yes
Virtual exhibitor booth analytics		Yes	Yes	Yes
Exhibitor hosted sessions in session library		Yes	Yes	Yes
Zoom enablement for exhibitor hours			Yes	Yes
Branding/logo on the home page of the Virtual conference, hotlink to virtual profile			Yes	Yes
Social Media call outs on organization Platforms			Yes	Yes
Social Media livestream interview			Yes	Yes
Sponsor banner on registration confirmation emails			Yes	Yes
Electronic advertising on Virtual Summit webpage				Yes
Sponsorship of Opening General Session				Yes
Specific session sponsorship				Yes
Push notifications to drive exhibitor booth visits				Yes

Best Practices for Hybrid Events

- **Benefits:**
 - best of both worlds: offer in-person “classic” conference, but with the added virtual environment that enables more participants to be part of the experience + on-demand recordings of sessions
 - continue momentum built through virtual events
- **How you can go about planning a hybrid event:**
 - prioritize in-person event, then virtual event
 - figure out what material must be in-person - keep in mind some material is better suited for a virtual environment (for example educational sessions)
 - consider having the virtual component take place after the in-person sessions: record the live keynote speakers, plenaries, and other sessions from the in-person event and play them during in a virtual session; this allows speakers to engage with the virtual audience in a Q&A session or networking without having to present twice
 - make the recorded sessions available to the public/members even after the event is over.

Content Suggestions

- Industry topics
 - [Region 8 YP's Connecting Experts webinar series](#): industry experts giving technical presentations
- Career tips, mentoring
 - Mentoring sessions: either 1 mentor for a group of mentees, or several break-out rooms, each with one mentor, and mentees pick which room they want to join (for example based on the mentor's expertise). You can also pre-allocate mentees to specific groups based on their interests.
 - Career advice on topics like successful virtual job interviews, working from home strategies, setting goals and meeting expectations etc.
- Networking sessions
 - Include ice breakers to allow guests to learn a bit about each other
 - Use break-out rooms on Zoom, WebEx; each room can have a different topic assigned, or a different "special guest" people can meet
 - [Region 10 SYWL Congress NetHack](#): small teams have series of challenges (quizzes, group tasks, puzzles) they need to solve together to earn points.
- Q&A panels
 - IEEE topics: have volunteers share their experience and provide best-practices
 - [TechEthics panels](#): several experts from industry and academic discussing implications of a specific technology
- Hackathons
 - [Region 9 HackTech](#): 3-day event where teams work on solutions for various topics + supporting webinars in parallel. A panel then selected 3 winning projects, which received a grant.
- Wellbeing and support
 - Calls with your group of volunteers/members to check on each other; virtual coffee breaks; yoga

YP Event Funding Application

Tips on a Successful Application

- Budget Quality:
 - Budget Currency should be in USD
 - Explicit Item Descriptions (Avoid using terms such as: “General Expenses”)
- Event Application Purpose
 - Events should have its participants and IEEE Members above all else!
- Make sure to apply to the appropriate funding type
 - STEP | Meet-up | Local Activity
- Communication with the funding team
 - Make sure to reply to questions from the Application Reviewers
 - Applications may be blocked whilst waiting for Applicants’ answers
- When in doubt contact the Funding Team
 - ypfunding@ieee.org

Resources

- [Google Hangouts](#)
- Check University or Company for Meeting Platforms
- [Request a Webex Meeting \(as applicable\)](#)
 - Region/Section/Chapter/Affinity Group officers - provided by IEEE through your Section or one time request
 - Society/Council YP Reps - check with your S/C; email g.sheedy@ieee.org for more information
- [Zoom Meetings](#)
- [Crowdcast browser-based platform](#)
- [Google Forms \(Survey\)](#)
- [List of 2020 top hybrid/virtual events platforms](#)
- [Free Survey websites](#)
- Social media quick polls (Facebook, IG)
- [Additional Resources in the YP Google Drive](#)
- [Open Water - Guide On How To Plan a Virtual Conference](#)
- [Virtual Fairs Software - vFairs](#)