

# A HANDY GUIDE TO PLANNING AND RUNNING DIGITAL EVENTS

## 1 FIRST THING'S FIRST - SET YOUR EVENT DATE

## 2 SECURE YOUR EVENT CHAIR

- Confirm they are happy to chair.
- Schedule a date for a rehearsal and invite the Chair.
- Draft a script for the Chair, or send them an information pack about their role.

## 3 SECURE SPEAKERS

- Invite speakers to present.
- Confirm their presentation topic.
- Communicate the deadline for them to send you their slides.
- Send them an information pack, which includes all the technical information they need to know.

## 4 DESIGN YOUR AGENDA

- Divide a long agenda into sessions.
- Schedule in breaks.

## 5 SET UP REGISTRATION

- Create a registration page, perhaps on Eventbrite, for example.
- Fill in details about the event, create tickets and a registration form, draft an order confirmation email, set up automatic emails to send to registered attendees.
- Find more information about Eventbrite [here](#).
- Monitor the number of people who sign up!

## 6 SET UP ZOOM

- Decide if you want to run a Zoom Webinar or Meeting. A Webinar is easier to control the attendee view, a Meeting is more interactive and includes the option for breakout groups.
- Make sure you have a Zoom licence.
- Schedule the Zoom, and tailor the settings to your event requirements.
- Distribute the Zoom link. Add it to Eventbrite and send directly to speakers and chairs. Don't publish the link publicly because of the security risk.
- Find out more on Zoom [here](#).

### TOP TIP

Group speaker Q&A's together to create panel sessions

## 7 MAKE A DECK AND COMPILE SPEAKER PRESENTATIONS

- Make a presentation deck in PowerPoint to guide attendees through the event.
- Remind speakers that you need their presentations by the deadline.
- Compile all speaker presentations and your deck into one long PowerPoint presentation.

### TOP TIP

Ideal slide format is .pptx aspect ratio 16:9

## 8 PROMOTE YOUR EVENT

- Social media
  - Schedule content to be shared regularly - about who's speaking, when you open registrations, and on the morning of the event itself.
- MailChimp
  - Useful to distribute reminders about the event. Keep it simple and clear.
  - Send mailouts regularly in the run up to the event, as with social media.

## 9 DURING THE EVENT

- Invite your Chair and speakers to join early to check their connection is working.
- Share your screen and any presentations.
- Monitor the Zoom chat and answer any queries. You may find it useful to draft some stock responses to copy and paste into the chat e.g. welcomes, thank yous, further detail on speaker topics.

### TOP TIP

Live tweet if you can. Share screen shots from the event whilst it's happening!

## 10 POST EVENT

- Distribute a feedback survey.
- If you have recorded the event, upload onto the Fishing Porthole website.
- Share outcomes or highlights on social media.

## 11 START PLANNING YOUR NEXT EVENT...!