

Student Activities and Greek Affairs

Virtual Event Guide

Inspiration for Virtual Events





Student Activities and Greek Affairs

A Peek Inside

Live vs Pre-Recorded

Pg 3-6

Webinar vs Streaming

Pg 7-8

General Body Meetings

Pg 10-13

Virtual Event Ideas

Pg 14-15

Organization Recognition

Pg 16-17

Planning Checklist

Pg 18-19

Promotion

Pg 20-24

Sources

Pg 25-26

Virtual Event Style:

Live
vs
Pre-Recorded

Content Goal

Learn more about the differences between live events and pre-recorded events. Use this knowledge in a way that works best for you and your organization's programmatic goals.



Live Events

Live events offer opportunities for direct interaction with the presenters, including Q&A, polls, and interactive feedback. Live events are unique in that they are happening in real time.

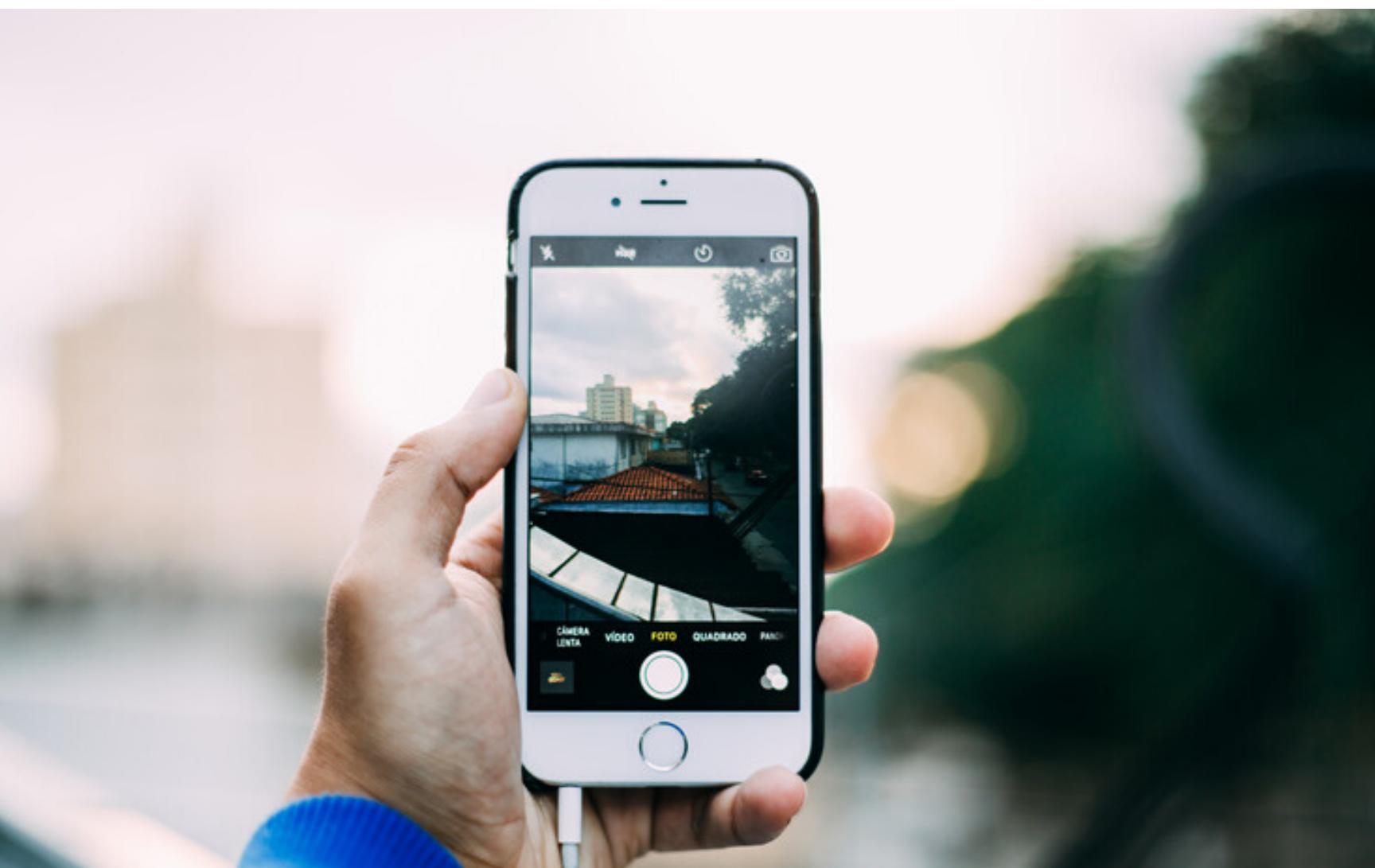


Pre-Recorded Events

Pre-Recorded events can require more planning and production, however, pre-recorded events can provide hosts with low stress levels with the executive of the event.

Pre-Recorded Events

Launch: Tips and Tricks



Pre-Recording with Soft Launch

Providing participants with a link to a pre-recorded video can allow viewers to watch at any time. This method removes the need for all attendees in all time zones to have access to technology at the same time. The recording can also be saved and replayed as a keepsake.

Pre-Recording with a Hard Launch Date

The video can first be 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 Events

Launch: Tips and Tricks



Live Recording with Soft Launch

A soft launch is generally used when an organization doesn't want to draw a great deal of attention to an event or program right away. Organizations can embrace the concept of a soft launch for a program or event to create buzz among a group of its most loyal members. With a soft launch, organizations can get feedback before the big event goes live.

Live Recording with a Hard Launch Date

A hard launch is generally used when an organization wants to create major buzz around an event or product--perhaps it's a major upgrade to an existing signature event or program. A hard launch is a great option for events that have a high success rate with organization members.



Hosting Platforms:

Webinar vs Social Live Stream

Content Goal

Learn more about the differences and similarities between webinars and live stream social media services. This content is Loyola specific, featuring LUC's Zoom and Teams services



Webinar

A webinar is a seminar conducted online. It allows hosts to execute a virtual meeting without the need to find a suitable physical venue. With a webinar, hosts can share presentations with audience members without physically being there. Audience members receive the benefit of participating without leaving the comfort of their home.



Social Live Streams

Live streaming is when the streamed video is sent over the Internet in real time, without first being recorded and stored. Today, TV broadcasts, video game streams, and social media video can all be live-streamed.

Personalize the Event

Inspiration and Tips

Content Goal

Gather inspiration from the content provided here. Find ways to make your organization's programs more engaging and inviting to new and current members alike. You've got this!



GENERAL BODY MEETING OVERVIEW

A General Body Meeting (GBM) is a meeting of the general membership of an organization.. These meetings may be required by constitution or by-laws governing the body. The meetings are held to conduct business on behalf of the organization.

Roll Call

Started off Zoom call with a simple roll call. Maybe get creative and ask participants to share a sound that comes to mind when your individual name is called to express a little excitement to start the meeting. Woo!

Background

Did you know that Zoom has a green screen feature? Next time you set your Zoom background, maybe share the background scenery to a place you would like to travel.

General Body Meetings



Team Photo

We all know the iconic photos of team Zoom calls, but they may actually be more beneficial than just documenting a moment. Smiling can actually improve your mood and make you happier, according to Science Daily. We could all use a little happiness to brighten our days!

Chat Feature

Address questions and comments during the meeting. Do not wait until the end of the meeting. Utilizing the chat feature in a Zoom meeting can be useful to ask and answer questions in real time.

Share Screen

If you are the host, share your screen and watch an inspirational or funny video together as a team.

Distribute Agendas

Distribute an agenda before the meeting, to include roles and assignments during the meeting such as lead/moderator, chat monitor, notetaker, etc.

General Body Meetings



Gallery View

Use the gallery view so all meeting participants can be viewed simultaneously. The gallery view can also be a great way to see everyone's face and gauge the energy of the general body meeting.

Polls and Surveys

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. Consider using PollEverywhere or Zoom Polls

Gamification and Ice Breakers

Gamification is also an option, if appropriate. A quick game or competition will capture everyone's attention.

General Body Meetings



General Body Meetings

THE FIVE P'S



PURPOSE

Why is the meeting being held?

- Make a decision
- Brainstorm
- Don't hold a meeting only to make an announcement



PARTICIPANTS

Decide who will be invited to the meeting

- What roles will the participants play in the meeting?



PLANNING

Make an agenda

- The agenda should be available to participants prior to the meeting



PARTICIPATION

How will individuals be involved in the meeting?

- Provide Instructions
- Establish ground rules
- Establish Decision Rules



PERSPECTIVE

Evaluate the meeting

- Take an anonymous survey asking specific questions

VIRTUAL EVENT IDEAS

A virtual event is an online event that involves people interacting in a virtual environment on the web, rather than meeting in a physical location. They are highly interactive, often aiming to create as similar an experience as possible to their physical counterparts. "Virtual event" can also refer to aspects of an event that are brought to users through an online experience. This can range from live-streaming the event online to creating on-demand video content for users to view after the conclusion of the event.

Virtual Board Games

started off zoom call with a simple roll call. Maybe get creative and ask participants to share a sound that comes to mind when your individual name is called to express a little excitement to start the meeting. Woo!

Trivia Contests

Name that tune! Challenge your group members with fun rounds of trivia. Pick your topic: Current events, politics, history, sports, music, film or any topic related to your organization's goals and interests.

Virtual Event Ideas



Career Prep

Invite alumni for a Q&A session related to your group's field of interest. Women in Business Club? Host a webinar featuring a female CEO alum to share insights and expertise with current students.

Lunch and Learns

Gather your group members together for an informative BYOS session (Bring Your Own Snacks), whether you're studying for an upcoming exam, planning an event with your team of officers, working together on a collaborative project or inviting a professor or industry pro to give a talk or lead a discussion.

Speakers and Panel Discussions

Panel discussions are a great addition to any conference, convention, or meeting. Fostering dialogue that provokes new ideas, different perspectives, and great insight is the reason why panel discussions are so successful in the event industry.

Virtual Event Ideas



ORGANIZATION RECOGNITION

An event or reward between members of an organization, which validates members for their hard work, achievements, and/or reaching specific goals within the organization. Recognizing or honoring members for their involvement with the organization can encourage deeper involvement.

Social Media and Hashtags

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! Don't forget to create a hashtag for social media sharing and share with other LUC social accounts.

Slideshow

Consider a slide show to honor recipient(s). Within the slideshow, consider including event pictures, honoree names and their achievements with a brief bio.

Organization Recognition



Recorded Videos

Ask a 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.

Digital Booklet of Awards

Produce a program booklet with the list of honorees, which can be distributed electronically or by mail.

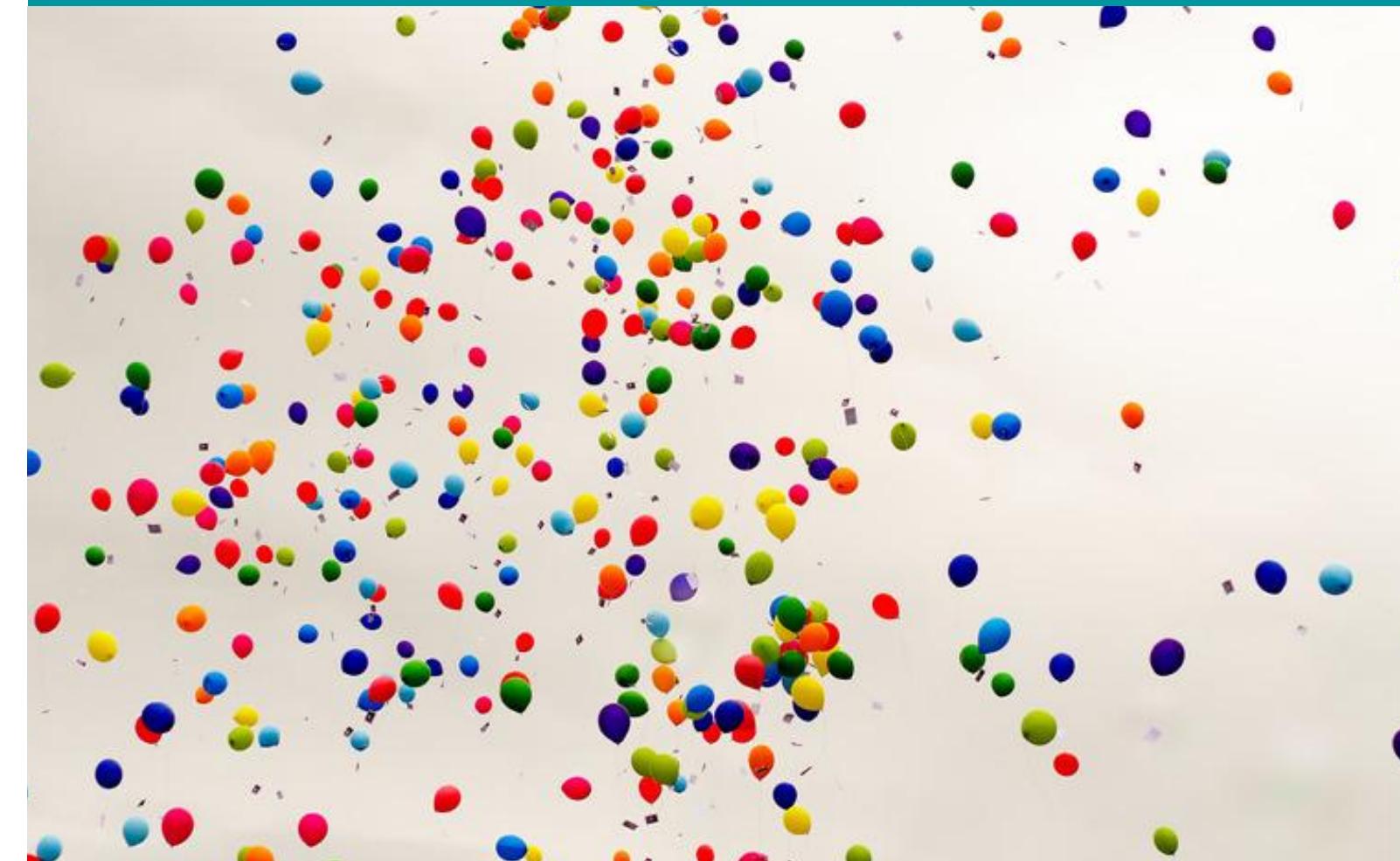
Include Advisors

Ask advisors to include their praise and congratulations on the student recognition award events. They play a big role in organization's success and individual success.

Virtual Certificate

Email or mail recipient's certificate and other materials that would normally be part of an in-person ceremony.

Organization Recognition



Hosting a Virtual Event

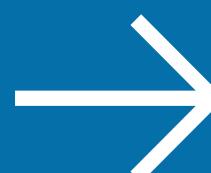
Checklist

Content Goal

Use our virtual event checklist to best prepare your organization for virtual events



Virtual Event Planning Checklist



Allocations

Stay up-to-date with Allocations cycles via their webpage: www.luc.edu/sglc

Time and Date

Take time zones into consideration! If you plan to go global, try your best to pick a time that works for as many members of your organization as possible.

Marketing

Determine the key selling points your event has to offer attendees. Whatever you choose, make sure the value proposition is clear in your marketing.

Pre and Post Event Promotion

Utilize pre- and post- event promotion to strengthen the awareness of your organization and the event.

RSVP

In LUCommunity, events allow students to RSVP. This feature will help you best prepare for the amount of attendees expected for the event.

Inclusivity

Just like in-person events, virtual events should be as inclusive and accessible as possible.

Pre and Post Promotion

Tips and Tricks

Content Goals

Learn more about how your organization can promote a program or event in a digital capacity. This area will cover promotional ideas for pre-event and post-event.



PRE-PROMOTION

Event promotion is the practice of using different marketing strategies and channels to get the word out about your event and drive event registration. This can range from email to social media to flyer handouts. Any marketing tactic that brings awareness to your event is known as event promotion.

Post a Countdown on Instagram

The countdown sticker on Instagram Stories lets you set an end date and time. You can also customize the name and color of the clock. Viewers can subscribe to receive a notification when the clock runs out, or add the countdown to their own Instagram Story.

Create an Event on LUCommunity

Include all the details your guests will need. The discussion area of the event is a great space to post announcements or answer questions.

Teasers

Share relevant details in the time leading up to the event. Teasers help build up the hype and can also provide your audience members with useful information.

Pre-Promotion



Hashtags

A branded hashtag is a handy way for you and your guests to find all content related to your event across social channels. Create a hashtag that hasn't had much prior use so that your event doesn't get buried in a mountain of irrelevant content.

Give a Sneak Peek

One guarantee about social media event promotion? People love a good peek behind the curtain. With plenty of time in advance, reveal tidbits of what your guests can look forward to at the event. Share behind-the-scenes photos and videos of your venue, speakers, programs, and swag.

Interview Attendees

Do you watch red carpet highlights on Instagram, even if you don't tune in for the whole award show? There's a reason for that. Short interviews with interesting subjects make for compelling and easily-digestible content.

Pre-Promotion



POST PROMOTION

Post-event marketing. The event might be over but your work still isn't done. It's important to take all your promotional efforts and close out the event in a way that can be used for future events. You've likely collected a metric ton of photos, videos, feedback, testimonials and more during your event.

Re-post user generated content

Respond to and share user-generated content to make a personal connection with your attendees. You'll also get to celebrate your success and show off your event from several perspectives.

Save Event Highlights

Highlights live on your profile until you delete them. They let you curate your favorite story content and organize it under different labels. Each labelled highlight shows up as an individual icon on your profile with a custom name and cover image.

Post-Promotion



Create Summaries

Even if some of your followers couldn't be there in-person, they can still take part in the event experience. Share content that gives people a taste of what they missed.

Analyze Your Performance

No marketing campaign is complete without an evaluation component. Set goals and social media metrics ahead of time so you can measure your campaign's success against your goals. Find out whether your team met those performance goals and how well you executed your plan.

Run a Post Event Survey

If you want to up your game going forward, it's important to ask people what they thought of the event. Consider creating a post-event survey or ask for feedback via poll stickers or emoji scales on Instagram Stories. Also, consider sending your survey to presenters, organizers, and volunteers all have valuable insights to share.

Post-Promotion



Sources

SECTION FOUR

In Section Four, learn more about the resources used to craft this resource guide. Additional information can be found in exploring the various informaiton articles and links here.



Sources and Quick Links

Virtual Events



<https://blog.hootsuite.com/virtual-events/>

<http://www.sfu.ca/ceremonies/toolkit/downloads.html#virtual>

<https://medium.com/@policy/heres-a-guide-to-organising-successful-virtual-events-7ac6b2a6b386>

<https://scl.cornell.edu/get-involved/virtual-engagement/programming-virtual-world/how-successfully-engage-students-virtual-environments>

<https://blog.bizzabo.com/event-promotion-guide>

<https://www.ecosia.org/search?q=virtual+events+how+to+guide+universit>

SAGA and Campus Activities Network Resources

<https://www.luc.edu/saga/studentorgs/infoforcurrentmembers/can/virtualengagementresourcelibrary/>

<https://engagesupport.campuslabs.com/hc/en-us>

<https://medium.com/@policy/heres-a-guide-to-organising-successful-virtual-events-7ac6b2a6b386>

<https://www.luc.edu/its/>

<https://en.wikipedia.org/wiki/Zoombombing>

<https://www.luc.edu/csaa/>