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**Virtual Events
Best Practices Guide
for Alumni Leaders**

June 2020

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Table of Contents

<u>Recommendations for Delivering High Quality Virtual Events</u>	3
<u>Virtual Event Considerations</u>	3
<u>Zoom Digital Platform</u>	4
• <u>Getting Started with Zoom</u>	4
• <u>Zoom Plans and Pricing</u>	5
• <u>Zoom Bombing / Event Security</u>	5
• <u>Zoom Virtual Backgrounds</u>	6
• <u>Zoom Tips and Best Practices</u>	6
• <u>Zoom Training</u>	7
<u>Presenter Tips</u>	8
• <u>Preparing as a Presenter</u>	8
• <u>Technical Considerations</u>	8
• <u>Sound and Lighting</u>	9
• <u>Wardrobe</u>	9
• <u>Other Presenter Tips</u>	10
<u>Appendices</u>	11
• <u>Appendix A: Event Overview</u>	12
• <u>Appendix B: Sample Recording Release Statement</u>	15
• <u>Appendix C: Zoom Readiness Checklist</u>	16
• <u>Appendix D: Summary of Resources</u>	18

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Recommendations for Delivering High Quality Virtual Events

- Review this document
- Align with your alumni club or affinity network on goals for your virtual event
- Schedule time with your Alumni Relations staff liaison to discuss virtual event goals, format, technology tools and best practices
- Consider completing an Event Overview. See [Appendix A](#)
- Conduct a pre-event walkthrough with speakers and hosts

Virtual Event Considerations

- Can your event goals be met in a virtual setting?
- Does the event content translate well in a virtual setting?
- Are your speakers comfortable in a virtual setting?
- Can networking at your event be achieved in a virtual setting?
 - Consider dedicated networking time
 - Set up breakouts
 - Use registration data to connect attendees or pre-assign breakouts
- If you utilize Q&A, how will it be managed and by whom?
 - Online Q & A via chat
 - Audio/video Q & A via allowing participants to unmute lines
- What is the appropriate length for the event in a virtual setting?
 - In most cases, we recommend no longer than one hour
 - Consider a 50 - 55 minute event so that participants have time to get to their next meeting
- Will you record the event?
 - Request permission from event speakers to record. Do this during the planning stages of the event, rather than the day of or day before the event. See [Appendix B](#) for Sample Recording Release Statement

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- Consider where you will store the recording and how will it be used
- How will you track event registration and attendance?
- By what metrics would you consider a virtual event a success?

Zoom Digital Platform

Kellogg recommends hosting virtual events on the Zoom digital platform

- **Getting Started with Zoom**
 - For your first Zoom event, talk with your Alumni Relations staff liaison about using their Zoom Meeting account
 - For subsequent Zoom events, we recommend that clubs purchase a monthly Zoom Meeting subscription. See pricing information below
 - There are two types of Zoom accounts
 - **Zoom Meetings** - Designed to be a collaborative event with all participants being able to screen share, turn on their video and audio, and see who else is in attendance
 - **Zoom Webinars** - Designed so that the host and panelists can share their video, audio and screen. Webinars allow view-only attendees. They have the ability to interact via Q&A, chat, and answering polling questions
 - For more info: [Meeting and Webinar Comparison](#)
 - For more info: [Quick Start Guide for New Users](#)

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- **Zoom Plans and Pricing**

Zoom Meeting Basic	Zoom Meeting Pro	Zoom Meeting Business	Zoom Webinar
Free	\$14.99/month	\$19.99/month	\$40.00/month
100 participants	100 participants	300 participants	100 participants
40 minute limit	24 hour limit on group meetings	24 hour limit on group meetings	24 hour limit on group meetings

- For more info: [Zoom Meeting Pricing and Plans](#)
- For more info: [Zoom Webinar Pricing and FAQ](#)

- **Zoom Bombing / Event Security**

- Zoom Bombers are people who disrupt an online event
- Do not put the meeting link on a public website. Share it only with participants
- Require a [Password](#) for the meeting
- Use [Waiting Room](#) functionality
- Lock the meeting after 10 minutes
- Prevent participants from [Screen Sharing](#)
- For more info: [In-Meeting Security Options](#) and [How to Keep Uninvited Guests Out of Your Zoom Event](#)

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- **Zoom Virtual Backgrounds**

- [Kellogg branded Zoom backgrounds](#) are available to bring a Kellogg look and feel to your virtual events
- Zoom backgrounds are fun to play with, however, there are often buffering issues, motion tracking issues and a green screen effect which causes the appearance of floating heads or limbs. Test and use with caution
- If you will be moving significantly during your meeting or if you have the above issues, forgo the virtual background and use a real setting in your workspace that is professional or choose a simple backdrop
- For more info: [Virtual Backgrounds](#)

Zoom Tips and Best Practices

- **Top Tip** - Enlist a Co-Host or Host Support person who manages technical aspects of the meeting (e.g. Waiting Room, Muting/Unmuting, Chat, etc.) while the meeting Host manages the content, speaker and meeting flow
- **Audio** - The microphone icon allows you to mute/unmute your audio. Unless you are actively speaking, mute your microphone to avoid disrupting the session
- **Mute participants** - Mute/unmute individual participants or all participants at once. This allows you to block unwanted, distracting, or inappropriate noise. To mute everyone, click **Manage Participants** and select **Mute All**. You can also enable **Mute Upon Entry** in your settings to keep noise at a minimum during large classes or meetings.
- **Video** - The video camera icon stops/starts your video. This does not

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stop sharing your content (e.g. PowerPoint slides).

- [Share Screen](#) - Use this to share your PowerPoint or other content
- [Chat](#) - The in-meeting chat allows you to send chat messages to other users within a meeting. You can send a private message to an individual user or you can send a message to an entire group. As the host, you can choose who the participants can chat with or to disable chat entirely.
- [Waiting Room](#) - The Waiting Room feature allows the host to control when a participant joins the meeting. As the meeting host, you can admit attendees one by one or hold all attendees in the waiting room and admit them all at once.
- [Breakout Rooms](#) - Breakout rooms allow you to split your Zoom meeting in up to 50 separate sessions. The meeting host can choose to split the participants of the meeting into these separate sessions automatically or manually, and can switch between sessions at any time.
- [Zoom Meeting & Webinar Best Practices and Resources](#)
- [Running Engaging Online Events](#)

Zoom Training

- [Zoom Video Tutorials](#)
- [Live Training Webinars](#)

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Presenter Tips

- **Preparing as a Presenter**
 - Be familiar with your content and the event format
 - Do test runs for length and delivery
 - Be familiar with the digital platform ahead of time
 - Conduct a prep call / trial-run on the digital platform. Make sure you're in the location you plan to take the meeting. Check for any connectivity issues or potential location disturbances
 - Clearly communicate with attendees and speakers in advance to set the virtual event norms and expectations (e.g. attendees muted until Q&A, level of audience participation, timeline of event, etc.)

- **Technical Considerations**
 - Test your meeting connections in advance, especially when using equipment or locations not regularly used
 - Have hosts, moderators and speakers arrive at least 15 minutes prior to event start time
 - Create a backup plan in case you have trouble connecting
 - Assign an Alternate Host or Co-Hosts on Zoom
 - Include a dial-in option
 - Disconnect as many devices as possible from your Wi-Fi to minimize disruption to your signal
 - If available, use a grounded internet or Ethernet connection

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- **Sound and Lighting**

- Find a quiet area with little echo
- Choose a setting such as a desk, home office or a plain wall
- Limit personal items in the background
- Ensure there is no political messaging within the frame of vision
- Avoid distractions. No moving objects, pets, people, or personal items that may cause viewers to lose focus
- Position yourself in the center of your video frame and have your computer at or near eye level.
- Recording device should be 1 – 2 feet away
- Suggest 3 - 6 feet from you to the nearest wall behind you
- Situate yourself in a well-lit area
- Avoid backlighting, which will cause you to appear as a silhouette

- **Wardrobe**

- Professional and polished
- Solid colors are best. Pure white is not ideal. Colors that work well are shades of purple, gray, orange, pink, blue. Nothing extremely bright
- No stripes or complex patterns. Checks, stripes and herringbone appear to vibrate on screen
- Be comfortable. If you rarely wear a tie or scarf while speaking then do not wear one for your virtual delivery
- Do not wear noisy jewelry

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- **Other Presenter Tips**
 - Wear headphones when possible to offset any background noise
 - Mute yourself when you are not talking
 - Refrain from typing or other distracting behaviors
 - If screen sharing, clear out your browser and bookmarks of anything that may be distracting
 - Think of ideas that will introduce or close your event on a personal level, such as an ice breaker or a social activity
 - Consider adding gamification, use of graphics and music and interactive breakout groups

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Appendices

Appendix A: Event Overview

Appendix B: Zoom Readiness Checklist

Appendix C: Sample Recording Release Statement

Appendix D: Summary of Resources

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Appendix A: Event Overview

Event Name

Event Date

BASIC INFO

Organizer Name, Email, Cell Phone:

Event Date + Time:

Estimated Number of Attendees: (e.g. 50 – 75)

Platform: Zoom Meeting

- ZOOM LINK:
- PASSWORD:
- MEETING ID:
- DIAL-IN:

DETAILS

- **Speakers and Hosts**
 - Person 1, Host, Email Address
 - Person 2, Co-Host / Host Support, Email Address
 - Person 3, Speaker, Email Address
- **Slides**
 - Welcome Slide: YES/NO, Provided by Person X. Can list speaker names, class years, titles, companies, agenda
 - Content Slides: YES/NO, Provided by Person X
 - Closing Slide: YES/NO, Provided by Person X. Can provide speaker contact information, upcoming club events, club contact information
- Will you be using a Waiting Room? YES/NO
- Will you be using Breakout Rooms? YES/NO

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- Will you be using Polling? YES/NO
- Will you Record the event? YES/NO
- Will there be a rehearsal date? YES/NO
 - Rehearsal Date
 - Rehearsal Time
 - Rehearsal Zoom Link
 - Rehearsal Dial In

RUN OF SHOW (For a 50-minute event that starts at Noon)

HOST: Person 1. Opens & Closes event, Introduces Speaker, Moderates Q & A

HOST SUPPORT: Person 2. Manages Waiting Room, Breakout Rooms, Monitors Chat

11:40 AM	START ZOOM MEETING <ul style="list-style-type: none"> • HOST starts Zoom Meeting • HOST SUPPORT arrives • HOST monitors Waiting Room, admits HOST SUPPORT • HOST assigns HOST SUPPORT to be a meeting Co-Host
11:45 AM	SPEAKER ARRIVES <ul style="list-style-type: none"> • HOST SUPPORT monitors Waiting Room, admits SPEAKER • HOST does brief walk through with SPEAKER and answers any questions
11:55 AM	ATTENDEES ARRIVE <ul style="list-style-type: none"> • ATTENDEES begin to arrive in the Waiting Room • HOST reminds SPEAKER and HOST SUPPORT to MUTE AUDIO / ENABLE VIDEO
12:00 PM	EVENT STARTS <ul style="list-style-type: none"> • HOST SUPPORT admits all ATTENDEES in Waiting Room • Meeting is set to automatically “mute attendees upon entry”

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12:00 PM – 12:05 PM	WELCOME REMARKS 4 - 5 MIN <ul style="list-style-type: none"> • HOST shares welcome slide • Welcomes attendees • Reviews housekeeping items: mute audio, encourage video, use chat for Q&A, call will be recorded, etc. • Reviews agenda • Introduces speaker
12:05 PM – 12:30 PM	PRESENTATION 25 MIN <ul style="list-style-type: none"> • SPEAKER presents • ATTENDEES submit questions via Chat for Q & A session
12:30 PM – 12:47 PM	Q & A 17 MIN <ul style="list-style-type: none"> • HOST moderates Q&A for SPEAKER • Questions submitted through Chat and/or via audio
12:47 PM – 12:50 PM	CLOSING REMARKS 3 MIN <ul style="list-style-type: none"> • HOST shares closing slide • Provide closing thoughts, thank attendees for participation, remind them to complete survey
12:50 PM	EVENT ENDS <ul style="list-style-type: none"> • Do not debrief on Zoom Meeting
12:55 PM	POST EVENT <ul style="list-style-type: none"> • HOST ends Zoom Meeting • Downloads Recording to computer

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Appendix B: Sample Recording Release Statement

Add to event registration page for attendees and send to speakers to approve:

By participating in this Kellogg Alumni Club of XYZ event, you acknowledge and agree to grant the Kellogg Alumni Club of XYZ the right to record, film, photograph, or capture your likeness in any media now available or hereafter developed and to distribute, broadcast, use, or otherwise globally to disseminate, in perpetuity, such media without any further approval from you or any payment to you.

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Appendix C: Zoom Readiness Checklist

Two Weeks Before (or more)

- ✓ Confirm your event type, details and speakers/presenters (if applicable)
- ✓ Confirm the date, time, title and description of your Zoom meeting
- ✓ Schedule the meeting via Zoom website or app
 - Determine if your meeting will require attendees to register
 - Given security and privacy issues around “zoom bombing” it is recommended that you schedule registration with a password and share login details and password in confirmation emails
- ✓ Create an event in Eventbrite with relevant event information
- ✓ Assign meeting roles: host, co-host, panelists and attendees

One Week Before

- ✓ Participate in, and then host, live Zoom test session
- ✓ [Test the video capabilities of your device](#)
- ✓ [Practice promoting/demoting hosts](#)
- ✓ Practice [managing participants](#):
 - Mute/unmute
 - [Mute on join / Mute all](#)
 - Host Tip: Mute audio during the session, unless you are speaking to the group
 - [Screen sharing](#)
 - [Chat window](#)
 - [Hand raising, thumbs up, thumbs down, etc. \(non-verbal cues\)](#)
- ✓ Practice Whiteboarding (Under screen sharing)
- ✓ Practice [Breakout rooms](#)
- ✓ Practice [Polling](#)

One Day Before

- ✓ Send confirmation email to attendees.
- ✓ Host/Presenter Tip: Plan to set up camera, computer or laptop in a well-lit area of your space (avoid placing the source of light behind you.)

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15 – 30 Minutes Before

- ✓ Start meeting
- ✓ Greet speakers/panelists and review everyone's roles
- ✓ As speakers/panelists join, confirm their audio and video are working
- ✓ Set-up and manage any tools you plan to use such as chat, participant mute, polls, etc.
- ✓ Disable any features for your audience, i.e. chat or raise hand features. The controls appear at the bottom of the panelists tab in the participants' panel.
- ✓ Host/Moderator: welcome attendees and let them know you'll be getting started soon

Meeting Start

- ✓ Start recording (unless you have enabled automatic recording) if applicable
- ✓ Unmute yourself and start meeting
- ✓ Begin any presentations, housekeeping and confirm presenters are ready
- ✓ Monitor chat for questions or technical concerns
- ✓ Host to give closing remarks with any potential follow up

Post-Meeting

- ✓ Download the video, if recorded
- ✓ Send "thank you for attending" email and survey to attendees following the event
- ✓ Send registration list to Kellogg Alumni Relations staff liaison

Additional Support

Visit Zoom's online [Help Center](#)

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Appendix D: Summary of Resources

[Zoom Meeting & Webinar Best Practices and Resources](#)

[Running Engaging Online Events](#)

[The \(New\) Art of Virtual Collaboration](#)

In this recorded webinar, Kellogg Professor Leigh Thompson shared actionable insights on how to be successful when leading virtual meetings