

N|A|T|I|O|N|A|L

# Hosting Virtual Events & Meetings

| March 2020

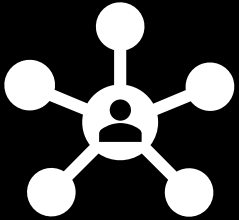


A modern office interior with a curved staircase and glass railings. The space is bright and airy, with large windows and a high ceiling. The floor is made of light-colored wood. A large, curved staircase with a glass railing is on the right side of the image. In the foreground, there is a desk with a computer monitor and keyboard. The overall atmosphere is professional and contemporary.

# Virtual Meetings

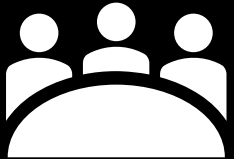
A new reality for the unforeseeable future requires a shift for many to virtual meetings. We approach this challenge as an opportunity to bring virtual meetings to life with a thoughtful approach, the right content, and the right technology.

# Addressing the challenge posed by this shift



## **CHALLENGE**

- Establish meaningful connections and strengthen relationships, while delivering important messages in a virtual setting.



## **OUR APPROACH**

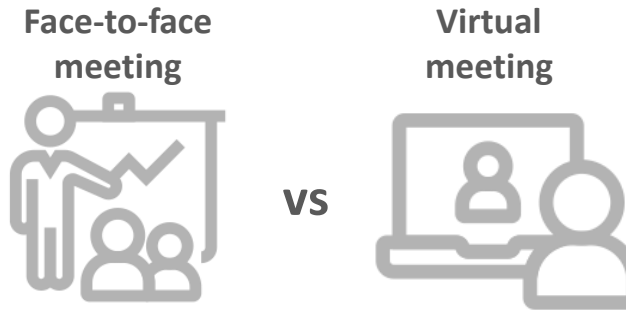
- Create an informative and interactive environment that ensures consistent messaging and enhanced knowledge transfer.

# NATIONAL

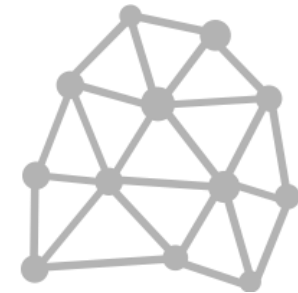
Your trusted partner for event & meeting success



NATIONAL has a dedicated events team with experience in designing and delivering successful meetings—both face to face and virtually



Deep understanding of flexible approaches to meeting delivery and the pros and cons of each format



The right knowledge and expertise to help deliver events effectively in various markets and settings, with a broad geographic reach through our AVENIR GLOBAL network



A modern office interior with several desks, each equipped with a computer monitor and a black office chair. The office has large windows on the left side, and the overall lighting is dim, creating a professional and focused atmosphere. The text "Our Approach to Virtual Meetings" is overlaid in the center of the image, enclosed in a blue rounded rectangle.

# Our Approach to Virtual Meetings



# Maximize audience engagement to achieve your communication objectives

- **Keep sight of your meeting objectives** by considering the needs and preferences of the intended audience, selecting the appropriate platform, and creating an engaging agenda that leverages platform features to achieve goals
- **Execute with impact** by preparing speakers, moderators, and facilitators to connect with the virtual audience and effectively deliver key messages
- **Create a communication continuum** that carries the conversation beyond the virtual meeting and assesses success with analytics

# Considerations when choosing a virtual event platform

We can guide you on what type of meeting or activity, taking into account a number of factors.

We are experienced working with Zoom and Microsoft Teams and have trusted A/V vendors to deliver a custom solution for you.



## Considering the best platform for your event

- Does your company already use a specific platform?
- How many people?
  - >100: Zoom, Cisco Webex
  - <100: Zoom, Teams, or Skype
- Are you looking for more didactic presentations with some Q&A or highly-interactive discussions? Will you have breakout groups?
- Do you want to see slides and people at same time? More than one person on screen?
- Types of interactivity needed (i.e., polling, questions, wordclouds, etc)?
- Do you want to brand platform/pages, etc. for this meeting? To what degree?
- Do you want to record and disseminate/host presentations as enduring materials?

# Choosing the right kind of activity to communicate your data or messages

## Same time, same place

- Traditional F2F meetings

## Different time, same place

- Digital or static displays

## Same time, different place

- Conference calls
- Video conferences
- Online meetings
- Live streaming
- Social media
- Text messages

## Different time, different place

- Recordings (on-demand), including podcasts
- Online forum
- Social media
- Blogs, press releases, videos



## Combination

- In-person presentation with audience live streamed and recorded for later viewing
- In-person presentation live streamed to local viewing 'hubs' with facilitators



# Our top 10 tips for delivering virtual events & meetings with impact



Brief speakers: ensure they remember to speak to/ask questions of online participants and speak to the camera intermittently



Ensure regular opportunities for engagement to keep attendees connected to the meeting (i.e., live polling, Q&As, breakout sessions)



With group viewings, use remote facilitators to continue the conversation locally (with briefings and guides)



Plan ahead, test all technology in advance, and ensure WIFI (particularly at 'host site') is strong enough; have technical support on hand as part of the team to troubleshoot



Consider the best timing for meeting to take place if people are dialing in from different locations and timezones



Keep sessions <1.5h and throughout event, provide time to allow for discussions and comfort breaks



At the start of the meeting, acknowledge all online remote participants and set ground rules on when and how to ask questions



When developing content, consider audience may be joining from smart phones and carefully consider layout and what information will be shared



Use professional filming, lighting, and sound when possible or appropriate—including filming KOLs locally if they can't travel

Maintaining engagement and interaction after a meeting can be critical to successful adult-learning experiences, and ultimately change behaviours.

After an event

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graph TD; A[After an event] --> B[Ensure timely follow-up and access to presentations, recordings, and transcripts]; B --> C[Use key learning to develop targeted communication to mobilize engagement]; C --> D[Create a virtual community with short, recurring web conferences];
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Ensure timely follow-up and access to presentations, recordings, and transcripts

Use key learning to develop targeted communication to mobilize engagement

Create a virtual community with short, recurring web conferences



Working  
With Us

# Virtual Media Training

## How NATIONAL can assist

- Develop a virtual training solution that uses a combination of slides, exercises, mock interviews, and role plays to deliver almost all the same components of a face-to-face media training
- One- to two-hour sessions that include coaching and peer feedback
- Slide sharing, interview, and feedback via Skype, Microsoft Teams or ZOOM



# Virtual Presentation Training

## How NATIONAL can assist

- Develop a virtual training solution that uses a combination of slides, tips, and best practices to deliver almost all the same components of a face-to-face presentation training
- One- to two-hour sessions that include coaching and peer feedback
- Design principles to support effective online presentations
- Slide sharing, presentation rehearsal, and feedback via Skype, Microsoft Teams or ZOOM





# Virtual Events

## How NATIONAL can assist

- Coordination of meetings, including invite list, invite development, and deployment (quick turnaround)
- Manage organization of the meetings, registration, communications to sites, and speaker rehearsals
- Development of agenda, content, and presentations
- Facilitation and meeting host
- RSVP management and reporting
- Moderate interactive polling and live Q&A (both verbally and via text)
- Wrap reporting and surveys



# Virtual AGMs

## How NATIONAL can assist

- Coordination of meetings, including marketing piece for social, stakeholders, and deployment
- Manage organization of the meetings, registration, communications to sites, and speaker rehearsals
- RSVP management and reporting
- Development of agenda, content, and presentations
- Facilitation and meeting host
- Wrap reporting and surveys





For more information about how we can help you with your events & meetings, please contact us: [twickwire@national.ca](mailto:twickwire@national.ca)