

HOW TO MOVE YOUR EVENTS ONLINE

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How to move your events strategy online

Overview

Build your strategy

- Get started by updating your events program
- Consider where and how your online events program will take place
- Set up your online space to reflect your new events strategy

Plan your events

- Make a plan for each of these factors when you move your event online
 - People
 - Physical Space
 - Event Programming
 - Resources
 - Human Interactions
 - Operations and Communications

Best practices for hosting online events in Mobilize

Mobilize as the central event “venue”

- Link to your Mobilize network as the one stop shop for your event experience.
- Use Groups and the Events feature for your event structure.
- Share resources in the Files section and in Highlighted Posts.
- Encourage attendees to connect using the Registration Form, Member Profile

Cards, and Member Database Filters.

How to update your events program

Get started by updating your events program

Before you jump into creating your first event, think about what your new events strategy will look like.

Examine all the factors involved in your existing events program and start defining how these factors will change as you move your program online.

Consider these specifics:

- What do your members need out of this experience?
- Which of your already-planned online events and programs will remain on the calendar? (e.g. online courses, webinars, certifications, etc.)
- Which in-person events are moving online?
- What are some new, online event formats you could use?
 - For example, webinars, video office hours, video workshops with breakout rooms, AMAs as posts and comments, recorded video with live commentary, etc.
- Who on your team is involved and how can you collaborate with them in new and creative ways?

Consider where and how your online event program will take place

Before you host your first event with Mobilize, you'll need to consider where and how your events will take place online

Ask yourself questions like:

- How will we categorize our events?
- Will we make certain events private?
- Will we need to share resources like worksheets or slides?
- Who will run these events?
- What will internal collaboration look like? How will you leverage the

strengths of your in-person and online event teams?

Set up your online space to reflect your new event strategy

Now that you have an overall strategy in mind, create the infrastructure in Mobilize to support it.

- Your community structure may remain the same, but you may need to add new Groups and update Group structure to support your events strategy.
- Keep in mind whether you plan to host online events temporarily or permanently. This will impact your need for flexibility to store resources, and share and archive content, for example.
- Set up your
 - Overall Group structure
 - Parent groups
 - Subgroups
 - Settings for each Group
 - Content
 - Email Settings
 - Managers
 - Registration form

Examples might include:

- Parent group
 - Open to all members
 - + Private events for designated attendees
- Subgroup by region
 - Closed to members by geography
 - + Public events for subgroup members
- Subgroups by theme
 - Open to all members
 - + Private events for members who have paid to attend
- Subgroups by specialty
 - Private to members who qualify
 - + No events, but posts about event themes, with daily “challenges” for members to connect 1:1 with each other

How to move an event online

Make a plan for each of these factors when you move your event online

You updated your event strategy and online infrastructure, and now you've selected the first event you want to move online. Account for these factors to make sure nothing falls through the cracks.

- People
- Physical Space
- Event Programming
- Resources
- Human Interactions
- Operations and Communications

People

Assign roles and responsibilities

- Take note of all the people who were involved in planning the in-person event and how their responsibilities will translate online.
- Consider the new players, such as online community managers, who will be involved.
- E.g. events manager, program manager, communication coordinator, marketing lead, IT expert, etc.

Note that there may be people whose skill sets won't translate between mediums. You may also need to include new teammates who hadn't been involved before.

For example:

Name	Role	Responsibilities for original, in-person event	Responsibilities for new, online event (if applicable)
Jane Doe	Online network manager	n/a	Event co-lead
John Doe	Events manager	Event lead	Event co-lead

Physical space

Overall, we recommend that you think of Mobilize as your central online event venue.

- Mobilize can be the central place where people gather to learn about new events, attend events, network with each other, and access resources.
- Note that you'll likely combine Mobilize with a digital suite of tools, such as video conferencing software.

Now, identify how you'll shift your physical event experience into an online space.

- For example, imagine you had planned sponsor booths at your event. You might replicate a sponsor experience in Mobilize by creating sponsored content such as a cover photo, highlighted posts, and email footer.

For example:

In-person →	Online
Conference venue → <ul style="list-style-type: none"> - Rooms A, B, C <ul style="list-style-type: none"> - Within each room: - Talk at 8:30am - Talk at 9:30am 	<ul style="list-style-type: none"> - Parent group: Conference title - Subgroup: A, B, C <ul style="list-style-type: none"> - Within each group: - Event with video conference link at 8:30am - Event with video conference link at 9:30am

Event Programming

You planned creative experiences for your in-person event. Think about how you can creatively host this event programming online.

- An example might be a panel discussion followed by a Q&A. You might represent that online in a format similar to a webinar:
 - Video conference room
 - Virtual speaker panel
 - Breakout rooms
 - Opportunity for attendees to ask questions using posts on your event page.

Note that

- There will be things that you planned for in-person that you will choose not to replicate online.
- There will also be new things you want to plan for online that wouldn't have been possible in-person.

For example:

In-person →	Online
<ul style="list-style-type: none"> - Collaborative workshop 	<ul style="list-style-type: none"> - Host the workshop online! Present on video, then shift the audience into breakout rooms so they can collaborate in small groups. - Supplement the event with worksheets that you host in the Files section of the workshop Group you create in Mobilize.
<ul style="list-style-type: none"> - Speed networking 	<ul style="list-style-type: none"> - Use a tool like Icebreaker or a breakout rooms feature to facilitate networking in a virtual setting. - Organize your event attendees in groups of four and encourage them to start a private group message. - Give attendees a sequence of questions to get the conversation started.

Resources

Use Mobilize's Files section and Highlighted Posts to create a resource center for your event attendees.

- Attach resources to a group's Files section
- If you'd prefer to link to resources in the cloud, then create a Highlighted Post that you title Workshop Resources. Hyperlink to each resource.

For example:

Resource	Where to share
<ul style="list-style-type: none"> - Worksheet handout 	<ul style="list-style-type: none"> - Attach an interactive powerpoint worksheet to the event description in Mobilize.
<ul style="list-style-type: none"> - Workshop materials 	<ul style="list-style-type: none"> - Create a folder in the files section with the name of the workshop as the title. Add all workshop materials (including the worksheet above) to the shared folder.
<ul style="list-style-type: none"> - Sponsor infographic 	<ul style="list-style-type: none"> - Create an image file with the infographic. Attach the image to a pinned or highlighted post.

Human Interactions

- Connective human interactions are part of what make in-person events so special.
- In person, we facilitate these interactions through playful moments like putting stickers on our event name tags, saying hello to a familiar face at the coffee station, or meeting each other at a shared lunch table.
- While the format will change, it is possible to create these interactions and more online!

For example:

Experience in-person	Experience online
<ul style="list-style-type: none"> - Partner up with the person sitting next to you - Find the people who share your birthday and introduce yourselves - Small groups for a workshop 	<ul style="list-style-type: none"> - Partner with the person whose name is to the right of yours in the member database. - Create a registration form field for birthday. Instruct members to use the member database filters to find other people with the same birthday. Then, the person whose first name comes first alphabetically creates a private message with the birthday group. - Use the breakout rooms feature in your video conferencing tool.

Operations and Communications

It is a common misconception that online events do not require the same level of attention, operations, and ongoing communication that in person events do.

However, a well executed online event requires a great level of detail, and in formats that may surprise you.

When you host an online event, make sure you do the following at a minimum

- Communicate with attendees before, during, and after the event
- Designate important roles on your team
- Keep the show rolling as you would in-person

For example:

What	How
<ul style="list-style-type: none"> - Communicate with attendees before, during, and after the event - Have an event MC who gives the online event personality - Pin an event summary shortly after each event & attach the event recording to the files center. 	<ul style="list-style-type: none"> - Use the the Outreach Center and Announcements to share information about event timing, resources, and digital tools required. - Assign one person to the event MC role. This MC will be like the party host! Have the MC introduce each speaker on video and post regular updates throughout the event. - After each event is finished, whether it's a whole meetup or a single talk at a conference, create a pinned post on the event page with a quick recap and a link to the event recording. Post this as an announcement to attendees. Also, attach the event recording to the files center in the related parent and/or sub group.

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Groups and Events

- Groups as: Topic Themes
 - You had planned a conference with three themes for talks and workshops. Create a Group that represents each conference theme and host related Events within each.
- Groups as: Conference Rooms
 - You had scheduled lectures to take place in different conference rooms. Let Groups represent each conference room and create video events at their scheduled times. You'll use the same order and same format as you would at an in person venue, but now the event is taking place online.
- Groups as: Regions
 - You had planned meetups in major cities across the US. Create groups for the West Coast, MidWest, and East Coast. Create your regional Events in the related groups.
- Event location as a link to a video conferencing URL
 - In the "location field," rather than listing an address, list the video event URL

Resources

Files section and Highlighted Posts as your resource center

- Create file folders for each event. Add resources that your members can download, such as interactive worksheets, sponsor one-pagers, instructional pdfs, and presentation slides.
- Create Highlighted Posts that serve as "indexes" for resources that live online. Hyperlink to each resource url. Update each highlighted post as new resources become available.

Registration Form and Member Database Filters to encourage networking

- Mimic the networking experience that people get in person. Add networking questions to the Registration Form, such as "Ask me about ___" or "I'm looking for help with ____."
- Then, create a Pinned or Highlighted post that encourages people to filter in the Member Database for people they're interested in talking to.
- Every so often host real-time networking challenges. For instance, incentivize people to introduce themselves to two new people via direct message.

- Encourage members to set up virtual happy hours with their new connections.
- Plus, use posts and events to highlight members that are thought leaders on a specific topic. Invite them to share their expertise and create space for members to ask them questions.