Providence College

Virtual Event Guide

Fall 2020

The College Events team has prepared this document to supply guidance and consistency across the campus for virtual event planning during the fall semester. Technologies are continually being reviewed for feasibility this semester with the goal to deliver a best experience for the community. This document will be updated to reflect those changes. Please consult with the Office of College Events (x2344) about specific programming/needs.

Virtual Meetings/Events Guidelines

- Departmental or operational business meetings can use the college Zoom or Teams accounts without scheduling in 25Live. Instructions for resources are found on the College's IT (Information Technology) Training and Technology Remote Workshops page https://friarsprovidence.sharepoint.com/.
- Any virtual meeting or event that is to be marketed across the Providence College community, requires the resources of IT (Information Technology), Marketing & Communications, College Events, includes an external speaker, and/or will be opened to social media or members of the outside community, MUST be entered in 25Live as a virtual event request.
  - Event requestor should select the "virtual" space choice in 25Live.

- All virtual space requests will receive a confirmation email from Central Reservations, once the event is confirmed.

- Should a virtual event conflict with existing College Speaker Policy or another major College event, College Events will be supplying information/alternative options.

- Virtual Events that include an external speaker, performer, entertainer, that is NOT part of an academic curriculum, must adhere to the College's Speaker Policy.

Note: This policy does not apply to operational meetings or faculty virtual classroom work which is part of the course curriculum.

Campus resources

- College Events
  - College Events will be approving all virtual events through 25Live. Please use the virtual event guide as a tool, and the College Events team as a resource for guidance. Please contact the Office of College Events at colevent@providence.edu to set up a consult.
- IT
  - Visit the faculty and staff portal to access trainings and software tools available to faculty, staff, and students to facilitate remote teaching, learning, and meetings/collaboration. https://friarsprovidence.sharepoint.com/.
- AMS
  - Strives to supply service for clients to achieve their goals through the application of instructional technology.
  - Contact via email at ams@providence.edu.

- 25Live Pro
  - Use the College scheduling system to reserve your virtual program. The link to 25 Live can be found [here](#)
- PC Central
  - Is a repository for in-person/ hybrid event requests and an event guide for students. All hosts planning an in-person (which has a virtual component to its audience) event must send a proposal when linked from 25Live Pro to the PC Central form.
- Marketing and Communications
  - To discuss the webinar choice or possible promotional services for your approved event, contact the Division of Marketing and Communications at marcom@providence.edu.
  - Review the brand standards guide, college approved logos and signage templates found on the marketing and communications webpages. https://marketing-communications.providence.edu/
  - https://friarsprovidence.sharepoint.com/Marketing-Communications/Pages/templates.aspx
  - OIA should contact College Events per the OIA Virtual Event Protocol.

Considerations for Program Content and Platform Choice
Program Content

- What are the goals you want each participant to take away from your event and can these goals be achieved through a virtual event?
- Will the intended audience be able to gain the same intended outcome at virtual event as an in-person event?
- Is your event a lecture style, networking opportunity, or have an interactive part?
- What is your expected guest count?
- What is the expected budget?

Platform Choice

- Virtual Event Options: Webinar, Live Stream, Web Chat, Panels or Forums
Note: More options are being explored by the Virtual Event Technology Group- we will keep the community updated.
- Zoom platforms
  - A full site license for Zoom is now available to our faculty, staff, and students. Zoom offers communications software that combines video conferencing, online meetings, whiteboard, chat, and mobile collaboration.
  - Each staff member has an individual Zoom account that is associated with your PC email address. Instructions and tutorials can be found [here](#)
  - To activate/access your account, please visit https://providence.zoom.us/ and follow the prompts.
  - Providence College has bought the licensing for Zoom webinar (limited licenses, must contact Marketing & Communications for webinar availability and access)

- - Zoom meeting PC license can support 300 participants and is best for small groups and interaction
  - Zoom webinar's PC license has a capacity of 1000 and is best for speaker/ panel presentations, controlled Q & A, and larger numbers.
    - For a comparison of platforms, visit: https://support.zoom.us/hc/en-us/articles/115005474943-Meeting-and-webinar-comparison
    - If the guest count is over 1000 participants, zoom webinars has a function that allows for streaming to YouTube or a Facebook group. The College has a limited number of online seminar licenses- please contact Marketing and Communications.
- **Microsoft Teams**
  - Microsoft Teams is a messaging app that brings conversations, files, assignments, and apps together in one place. Teams can easily communicate and collaborate using chat, online meetings, share files and apps. Teams is an excellent choice for departments, groups, and committees.
  - Connect with IT to get your team started:https://friarsprovidence.sharepoint.com/IT/training/Pages/default.aspx
  - Microsoft Teams Live Event- Teams Live Event is an extension of Teams that enabling users to broadcast video and meeting content. It can be used for internal meetings, campus-wide conferences, and external events with up to 10,000 participants. IT is currently testing this new platform and will supply demonstrations and training via the IT training page **Due to testing, Teams Live Event: Date for usage after 10.1.20**
  - Complete this form to request a Team:
    - Once your Team is created, the owners of the Team will be able to add and remove members.

Executing a Virtual Event on Zoom

Logistical Considerations:

- Establish a suitable date, timeline, speaking points and structure for your event.
- Submit and ensure event has been approved and that it is confirmed in 25live.
- Arrange for a guest speaker if applicable.
  - The College's Speaker Policy applies to virtual events hosted by faculty or staff.
  - Can the host/presenter present their program online, and are there any added legal considerations to presenting proprietary materials online?
  - Some speakers are better suited to perform well in this type of environment – as they may regularly appear in front of a camera and know how to be engaging without immediate audience feedback.
- Legal considerations:
  - Speaker contract(s) and release for proprietary information (papers, slides, photos, videos, use of backgrounds, etc.)
  - Releases for recording of event and participants

- Events with non-PC minors will require a waiver acknowledged by parent/guardian- this pertains to virtual, hybrid or in-person. Waivers are available through College Events or in the PC Central form.
- Event invitations must include language announcing compliance with College accepted Covid-19 protocols is mandatory and that the event will be recorded for Providence College educational and archival use.
- A reminder announcement at the event start, by the host, that the event will be recorded, and a power point slide shown on the screen with the announcement. A sample slide is found here

- Establish an infrastructure of support for the execution of the event.
  - Solicit support and assign the following roles for a multi-faceted program
    - Virtual Stage Manager
    - Moderator/Host
    - Ensure that the co-host has access to take control Chat/Q+A
    - Presenters/Panelists
    - Breakout Room Host
  - Link to Virtual Event Template and Sample Schedule
  - Ensure all technology is functioning properly in advance of the event. An alternative device is recommended should there be a problem; iPad, phone or other device that can run on data if Wi-Fi is unstable.
  - Apply approved backgrounds to promote continuity
  - Post to websites/social media
  - Require a registration:
    - Registration can be set up through the My Meetings tab of the Zoom web application.
      - Set up a form that attendees must fill out before they can join the meeting. For example, you might want to require that attendees supply their name, company affiliation, or industry.
      - Registration is needed for hybrid/ in-person events an event check-in using PC ID card swipe is also needed for contact tracing.
      - For the registration form, Zoom supplies standard fields, such as name and company affiliation, that you add using checkboxes. To add new questions or fields, jump over to the tab called Custom Questions.
      - Create an attendee list for all meetings; Go to Zoom Account Management > Reports section. Look for Usage Reports, then click Meeting to find the meeting you want, select the report type and date range, and generate the report.
        - Requirements: To generate an attendee list, you need to be
          - the host of the meeting
          - in a role with Usage Reports enabled or
          - an account administrator or owner. You also need a Pro, API Partner, Business, or Education plan.

- If this is an event through the Office if Institutional Advancement, IModules should be used for registration and Marketing & Communications should be consulted.
  - Send survey post-event- Providence College own s the license for Qualtrics-simple to collect data through surveys, understand, and visualize on that data.
    - Faculty/Staff will need to place a ticket with IT to obtain a login. Information can be found [here](#)
    - Consider sending the recording of the event to those who did and did not attend.
    - Surveys are the most effective way to ask for authentic, usable feedback.
    - Keep your post-event survey short; five to ten questions, at most. Craft questions most important for assessment.
    - NPS, [Net Promoter Score](#), should be first on your survey. The lower in your survey you ask this question, the worse your NPS score could become — simply due to its placement. Start your event survey with a general question-Ask about the overall experience first and put one question on each page. When the survey taker clicks "next," the answer to that question is captured at once. That way, you collect feedback even when people do not complete the entire survey.
    - Limit your open-ended questions.
    - Questions to ask your event attendees in a survey
      - How would you rate the event and how likely are you to recommend this event to a friend?
      - This NPS question asks attendees whether they enjoyed themselves and shows if they will be a repeat and if they are influencers.
      - Why did you decide to attend the event?
      - Which elements of the event did you like the most?
      - How did you first learn about the event?
      - What, if anything, did you dislike about this event?
      - Is there anything else you would like to share?[i]

Please contact the Office of College Events at x2344 to discuss any questions about your virtual event.

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[i] Zoom.us, GOGO, Events Industry Council