

YOUR GUIDE TO HOSTING A VIRTUAL EVENT

Hosting a successful virtual event involves a mix of ingredients that demand careful preparation. With participants spanning multiple time zones, languages and connectivity environments, it is crucial to have every detail planned out.

A well-structured checklist ensures that no critical detail is overlooked, from securing inclusive platforms and arranging interpretation services, to providing technical support for participants who need it.

Here is a CanWaCH approved checklist that will support you through all your virtual event needs!

WHERE TO START?

Ensure that you and your team are aligned on all the details before preparing the technical aspects of the event. First steps could look like scheduling prep meetings, drafting briefing notes, creating a workback schedule, and setting expectations.

Below are some questions to ask to ensure you are getting all the details you need.

<input type="radio"/>	Has the date and time been confirmed for the event? <ul style="list-style-type: none">Remember to consider various time zones – and where your desired audience resides – when deciding on a date and time.
<input type="radio"/>	Does a workback schedule need to be created for the team to be aware of tasks, expectations and timelines?
<input type="radio"/>	What platform will be used to broadcast the event? <ul style="list-style-type: none">Consider the settings that need to be configured
<input type="radio"/>	Who is the audience?
<input type="radio"/>	Is the event public or by invitation?
<input type="radio"/>	What is the theme of the event?
<input type="radio"/>	Does a registration page need to be created? <ul style="list-style-type: none">Is your organization responsible for creating it?What registration information is required?Does the page align with accessibility standards?



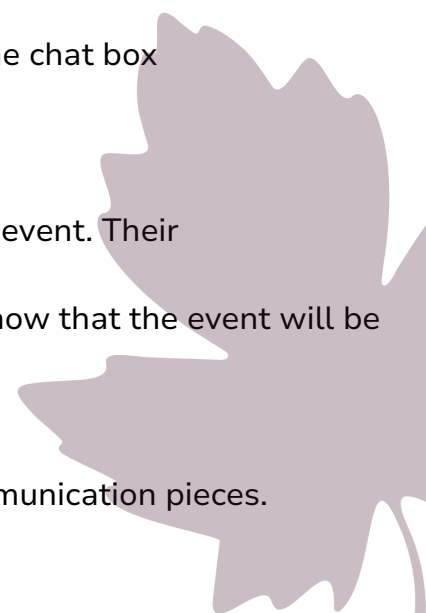
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<input type="radio"/>	Are there any digital assets and/or graphics you would like included? <ul style="list-style-type: none">◦ What logos do you need to feature? Do you have headshots of speakers and panelists?
<input type="radio"/>	Is there going to be a panel or speakers at the event? <ul style="list-style-type: none">◦ What information do they need to have before the event?◦ What information do you need from them before the event?
<input type="radio"/>	Are you partnering with an organization? <ul style="list-style-type: none">◦ What is the purpose of the collaboration? How can you best draw from your collective strengths and resources?
<input type="radio"/>	What accessibility features are needed for the event? <ul style="list-style-type: none">◦ Simultaneous interpretation (SI)?◦ Closed captioning
<input type="radio"/>	Do slides need to be prepared for the event?
<input type="radio"/>	Do any materials need to be translated?
<input type="radio"/>	Have you determined which team members need to be involved in planning the event? <ul style="list-style-type: none">◦ What is each staff person's responsibility?

COMMUNICATIONS DURING THE EVENT

There are various communication pieces that need to be considered during a virtual event. Here are some suggested pieces to consider as you shift from planning to execution.






- Consider creating a master document of prompts to copy and paste into the chat box
 - Welcome message
 - Instructions for interpretation
 - Links to various resources being mentioned during the event
- Consider having a staff member be the designated tech person during the event. Their responsibilities can include:
 - Starting the recording at the beginning of the event (let participants know that the event will be recorded)
 - Letting participants into the meeting room
 - Troubleshooting any tech issue that may arise
- Consider having a designated notetaker who can assist in post-event communication pieces.
 - If using AI, let participants know



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POST-EVENT COMMUNICATIONS

After the event, organizations can choose to share the recording with participants, share the meeting notes and add the recording to their websites. Here are some examples of post-event communications:

	Meeting notes from the event
	The recording of the event <ul style="list-style-type: none">◦ Link to the recording on the website
	A thank you email to registered participants
	A post-event survey <ul style="list-style-type: none">◦ Depending on the event, this may not always be applicable
	Hosting a public event? Social media graphics or carousels can provide an interactive recap of the conversation!

LEARN MORE WITH THESE ADDITIONAL TOOLS AND RESOURCES!



- [Your guide to digital accessibility](#)
- [Creating shareable social media graphics](#)

