# Executing Virtual Events:

# Lessons learned from Digital Data & SPNHC Conference Planners

*Link to Google doc* *https://bit.ly/3aJoDuL*

# Who we are

Erica Krimmel, Moderator, iDigBio Digitization Resource Manager

**Digital Data Conference**

Kimberly Cook, Indiana University

Jillian Goodwin, iDigBio Conference Manager

Gil Nelson, iDigBio Director

Gary Motz, Indiana Geological and Water Survey, Indiana University

Molly Phillips, iDigBio EODI Coordinator

**SPNHC Conference**

Andrew Bentley, Ichthyology Collections Manager, University of Kansas

Emily Braker, Vertebrate Collections Manager, University of Colorado
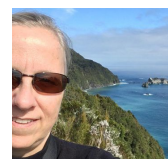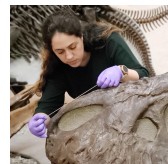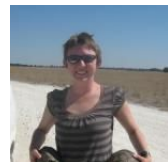
Mariana Di Giacomo, Yale Peabody Museum

Shelley James, Western Australia Herbarium Curator

Talia Karim, University of Colorado Museum of Natural History

Amanda Lawrence, National Museum of Natural History

Paul Mayer, Field Museum, SPNHC President

Deborah Paul, iDigBio Digitization/Capacity Development Manager

photos in slide name order L to R

**August 25: Executing Virtual Events: Lessons learned from Digital Data & SPNHC Conference Planners**

Moderators: Erica Krimmel and Kimberly Cook

- Zoom setup and recording (Gary Motz/Andy Bentley),
- Social Media/Advertising (Mariana Di Giacomo),
- Audience Engagement/Managing Expectations (Helping participants set their own expectations) (Talia Karim/Jill Goodwin)
- Day of Roles and Responsibilities - Moderators/ Tech Support (Communication) (Amanda Lawrence/Kimberly Cook)
- Social Engagements (Jill Goodwin)
- Accessibility (Molly Phillips)
- Surveys (Molly Phillips/Amanda Lawrence)
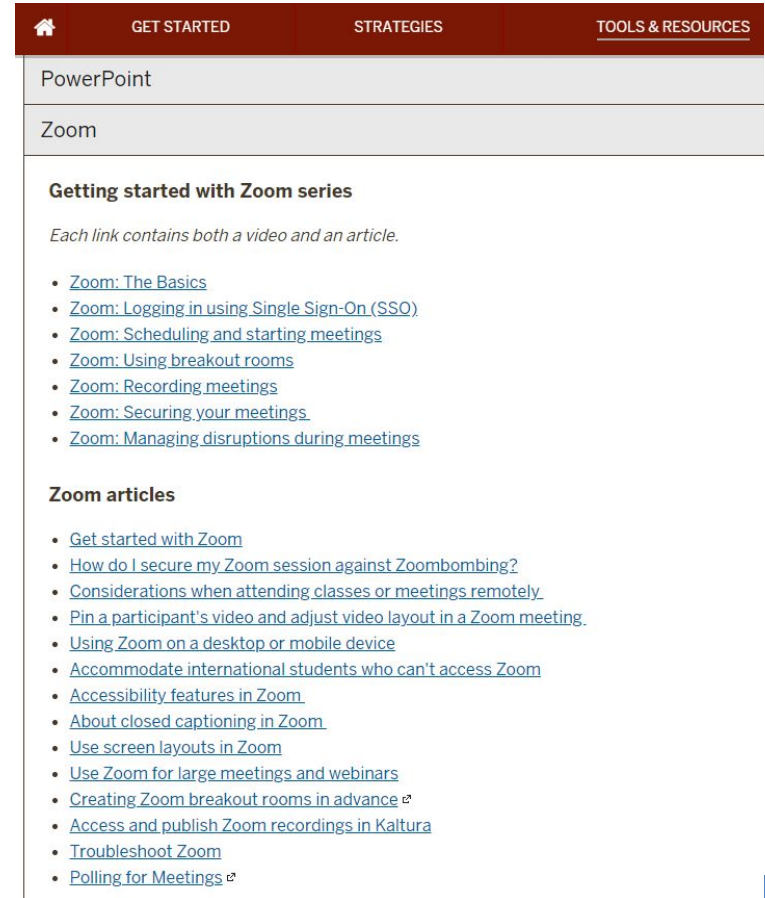- Meeting formats moving forward (Andy Bentley, Gil Nelson)

## Zoom

- Licensed user vs. Zoom administrator
- Webinar vs. meeting settings
  - Audience interaction
- Understanding Zoom roles
  - (Host, co-host, panelist, participant)
- Institutional licenses may be shared
  - Verify availability, download recordings, etc.
- Zoom software updates vs. Zoom via browser
- https://keepteaching.iu.edu/resources/index.html

## Recording

- Before, during, after
- Meeting vs. Webinar
- Local vs. Cloud - time limits
- Settings
- Additional files - chat, transcription
- Reports - registration/participant list, Q&A, polls
- Post processing - iMovie
- Posting - YouTube

| ⌂ | GET STARTED | STRATEGIES | TOOLS & RESOURCES |
|---|---|---|---|

PowerPoint

Zoom

**Getting started with Zoom series**

*Each link contains both a video and an article.*

- Zoom: The Basics
- Zoom: Logging in using Single Sign-On (SSO)
- Zoom: Scheduling and starting meetings
- Zoom: Using breakout rooms
- Zoom: Recording meetings
- Zoom: Securing your meetings
- Zoom: Managing disruptions during meetings

**Zoom articles**

- Get started with Zoom
- How do I secure my Zoom session against Zoombombing?
- Considerations when attending classes or meetings remotely
- Pin a participant's video and adjust video layout in a Zoom meeting
- Using Zoom on a desktop or mobile device
- Accommodate international students who can't access Zoom
- Accessibility features in Zoom
- About closed captioning in Zoom
- Use screen layouts in Zoom
- Use Zoom for large meetings and webinars
- Creating Zoom breakout rooms in advance ⤢
- Access and publish Zoom recordings in Kaltura
- Troubleshoot Zoom
- Polling for Meetings ⤢

# Social media and advertisement

- Digital Data:
    - Advertised via listservs and through iDigBio social media
    - Did not have the manpower to incorporate last minute
- SPNHC: Facebook, Twitter, YouTube
    - Social media in advance of meeting. Advertisement in listservs
    - Team of volunteers (coordination on Slack)
        - Hunting of first slides from Google Drive and planning tweets and albums
        - Live tweeting and engagement with audience
    - Recorded sessions and streaming of plenary - watched ~4,000 times, plenary watched by 1,000 live

# Social media and advertisement

- SPNHC: Facebook, Twitter, YouTube
  - Stats
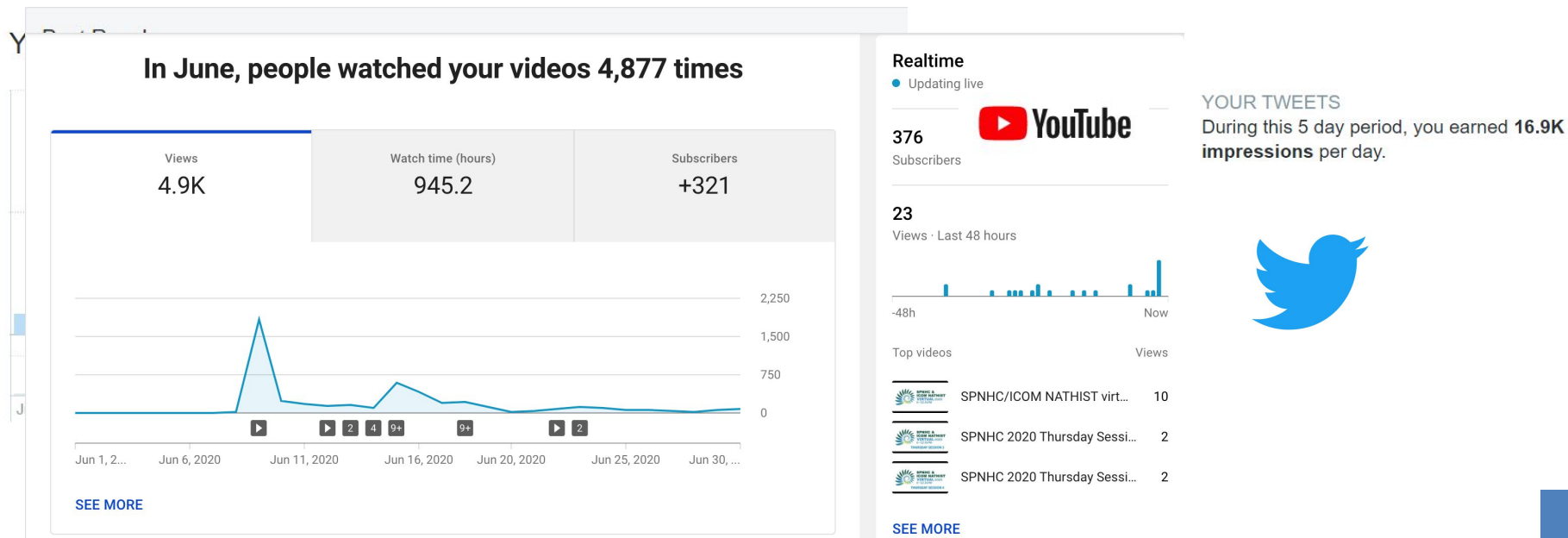


In June, people watched your videos 4,877 times

| Views | Watch time (hours) | Subscribers |
|---|---|---|
| 4.9K | 945.2 | +321 |

**Realtime**
- Updating live

**376**
Subscribers

**23**
Views · Last 48 hours

Top videos — Views

SPNHC/ICOM NATHIST virt... — 10

SPNHC 2020 Thursday Sessi... — 2

SPNHC 2020 Thursday Sessi... — 2

YOUR TWEETS
During this 5 day period, you earned **16.9K impressions** per day.

SEE MORE

## Audience Engagement/Managing Expectations (Helping participants set their own expectations)

- Time zone- audience location
- Approach online meeting as though you are at an in person meeting
  - Set away message on your email
  - Make a schedule of the talks you don't want to miss
- Be mindful of how much time and content you are streaming at your audience
  - Keep sessions to two hours or less
  - Provide frequent breaks
- Use chat to provide reminders, updates, and announcements
  - Post links- make it easy for your audience
- Communicate with attendees
  - Verbally in sessions
  - "Helpdesk" email

# Day of Roles and Responsibilities - Moderators/Tech Support (Communication)

- SPNHC
  - Roles Document, Google folder containing calendar and presentations
  - Moderator: Screen sharing, forwarding slides, and managing time
  - Tech Support: monitored chat and Q&A
  - Two members from the Virtual Organization Committee (VOC) at each session
    - First VOC member: Host, launched webinar, and assigned Co-Host and Panelist roles
    - Second VOC member: Backup to Host and helped monitor the chat
    - VOC used Slack to communicate during the conference
- Digital Data
  - Helpers had access to the Roles Document, a calendar showing who was where/what time, and a script
  - Practice moderating, supporting tech, sharing screens before the conference

## Social Engagements

Scientifically Speaking with Irene Moon presents:
*You, the Charmer*

Virtual IU Collection Exhibit/Tours including:
-Resurrecting Megajeff Exhibit: Uncovering the Hidden History of IU's Lost *Megalonyx jeffersonii* (https://igws.indiana.edu/megajeff/)
-Indiana University Paleontology Collection
-Indiana University Campus Limestone Tour (http://tinyurl.com/IULimestoneTour)

Social Hour: Biodiversity Happy Hour, Open Chat, and Game Room

# Tips for Considering Accessibility & Inclusion

**Making the Presentation**

- Consider fonts and colors
- No blocks of text
- Don't use color alone to tell a story

**During the Presentation**

- Use live captioning
- Verbally describe important images
- Avoid pronouns such as this/that/here use descriptive la
- Take your time speaking, don't rush through your slides
- Reduce split visual attention

**During Q&A**

- Read questions from the chat out loud
- Allow some silence to let people who may not always jump right in contribute
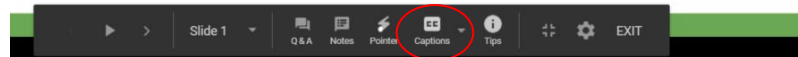- Mute yourself when you are not speaking & say your name when you speak

**Executing Virtual Events:**
**Lessons learned from Digital Data &**

SPNHC &
ICOM NATHIST
VIRTUAL 2020
8–12 June

Link to Google doc https://bit.ly/30CAgyY

iDigBio is funded by grants from th
(2011-2018) and DBI-1547229 (20
those of the author(s) and do not

Slide 1   Q&A   Notes   Pointe   Captions   Tips   EXIT

# Surveys & Evaluation

- Consider doing a pre/post survey
  - Pre survey helps gauge interest from the community, number of presenters, as well as willingness to help organize
  - Post survey helps measure impact
- Several platform options are available (Google Forms & Qualtrics)
  - Google form is quick to design and responses are displayed in Google Sheets/Microsoft Excel
  - Qualtrics offers a subscription software platform, and many institutions already have subscriptions
- Consider collecting demographics separately to protect anonymity
- Consider reaching out to your Institutional Review Board (IRB) before your event to see if you need IRB approval for your survey.
  - Most basic event evaluation is exempt but better safe than sorry!

# Meeting formats moving forward

- SPNHC currently looking at incorporating virtual component into all future meetings (hybrid). Considerations as to how this will affect in-person attendance.
- Potential for regional meetings or "side shows" - taxonomic, geographic, subject
- Additional technology and workforce requirements - sometimes dependant on meeting host capabilities and may affect ability to host
- Additional planning requirements - more work to hold in-person and virtual simultaneously
- May require investment by SPNHC
- Make decisions before first advertisement
- Anticipate and prepare for uncertainties
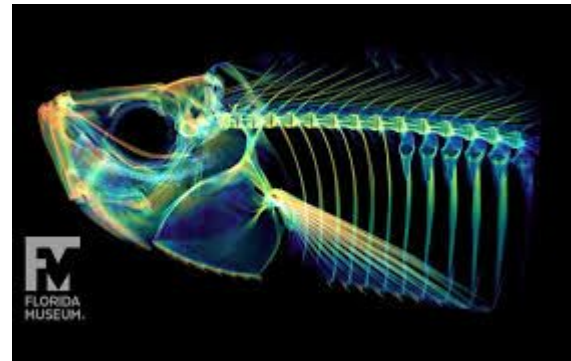
**Join us for our upcoming webinars in the series "Adapting to COVID: Resources for Natural History Collections in a New Virtual World"**

September 15-17 (2:00 - 3:30 ET): Taking the Pulse of Natural History Collections During COVID-19 Series: Where are we now?

October 27 (2:00 - 3:30 ET): Virtual Project Management, Tips and Tools

November 18 (2:00 - 3:30 ET): Engaging Public Participation in Collections Digitization

**We appreciate your feedback!**

**Please help by completing the post-webinar survey for today.**

*https://bit.ly/324yR52*