Planning for Virtual Events:
Lessons learned from Digital Data & SPNHC Conference Planners

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

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-ICOM NATHIST Conference

Andrew Bentley, Ichthyology Collections Manager, University of Kansas

Emily Braker, Vertebrate Collections Manager, University of Colorado

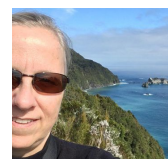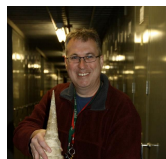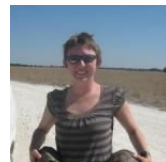Mariana Di Giacomo, Yale Peabody Museum

Shelley James, Western Australian Herbarium; SPNHC MAL

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

Impacts and Consequences of a Virtual Meeting
SPNHC-ICOM NATHIST Conference   *https://bit.ly/30CAgyY*

- Engage much larger audience
    - Typical SPNHC meeting 400-500 - registration for SPNHC/ICOM NatHist 1900
    - Plenary had over 500 people attend

- Engage much broader/diverse audience
    - SPNHC & ICOM NATHIST members - representation from 67 countries and 711 institutions

- More diverse ways to engage
    - Chat, Q&A - ability to answer more questions and facilitate audience participation

- More post-meeting ways to engage through recording
    - Engage those who could not watch live - time zones
    - Live to YouTube integration - ~200 people watched plenary
    - Recordings posted on YouTube - viewed over 4000 times
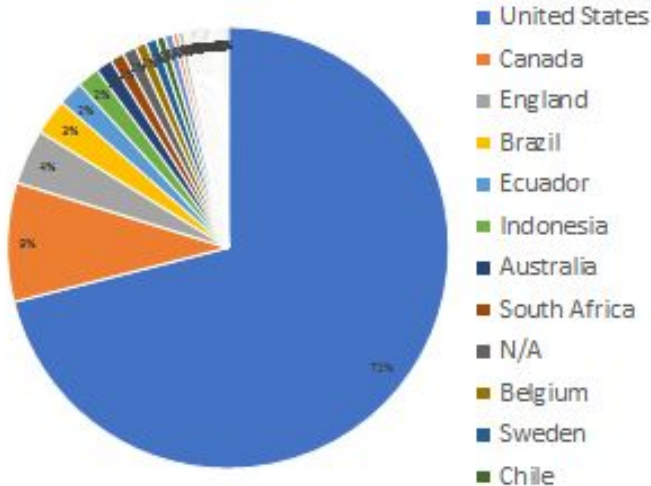   - ***Content lives on***

Not as engaging as in-person meeting and limited social interaction (no banquet, coffee breaks, chats, etc.).
Zoom fatigue!!

Impacts and Consequences of a Virtual Meeting
Digital Data Conference

Country	Count
United States	351
Canada	43
England	20
Brazil	13
Ecuador	9
Indonesia	8
Australia	6
South Africa	5
N/A	5
Belgium	4
Sweden	4
Chile	3
Wales	3
New Zealand	2
Mexico	2
Pakistan	1
Turkey	1
Grenada	1
Jerusalem	1
Austria	1
Peru	1
Colombia	1
Portugal	1
Scotland	1
Fiji	1
Switzerland	1
Germany	1
Costa Rica	1
Netherlands	1
Ireland	1
Israel	1

2020 Digital Data Attendance

- United States
- Canada
- England
- Brazil
- Ecuador
- Indonesia
- Australia
- South Africa
- N/A
- Belgium
- Sweden
- Chile

595 Total Participants
31 Countries
46 US States
225 Institutions

Registration

Digital Data Conference

Registration fees were optional

Eventbrite
- Managing attendance
- Communication
- Transfering funds

SPNHC-ICOM NATHIST Conference

Free event

Eventbrite

Daily communication managed through Eventbrite

Some institutions blocking emails

Had to increase Zoom capacity and more tickets in EventBrite

Organizing the Schedule and Website

SPNHC-ICOM NATHIST Conference

Master schedule in shared Google Sheet for planning team
- Session title, time in UTC, zoom link, moderators helpers etc (with email contact)

Open oral sessions - google sheet with first come first serve sign up for time slots

Program and abstracts on SPNHC website; pdf of abstracts also produced

Digital Data Conference

Conference organized into three blocks

Breaks

Presenters selected themes

Organized concurrent sessions based on themes and time zones

Zoom links

Recruiting and Trainings for Presenters and Moderators
Digital Data Conference

Recruiting for the Digital Data Conference
- For Presenters - contacted those who previously submitted abstracts
- For Moderators - recruited planning team members and others from iDigBio

Training for Digital Data Conference
- Zoom Training sessions for plenary speakers, oral presenters and moderators
  - Discussed roles
  - Screen sharing
- Presenter guide
- Moderator scripts and agenda
- Numerous email communications

Recruiting and Trainings for Presenters and Moderators
SPNHC-ICOM NATHIST Conference

Recruiting
- Surveys sent out in early April to gauge interest in online conference
  - For Presenters - contacted those who previously submitted abstracts
  - For Moderators - contacted symposium organizers to run symposia and member volunteers to run general sessions

Training
- Three Zoom training sessions (as well as several ad hoc sessions)
  - Discussed roles
  - Screen sharing
- Modification of Digital Data's roles document
- Moderator scripts
- Playing recorded presentation document
- Numerous email communications

Planning for Posters and Oral Presenters
SPNHC-ICOM NATHIST Conference

Presentations
Google drive - asked presenters
to upload presentations

Posters
- Formatting for submissions
- Dropbox for poster uploads
- Google Form - poster
  metadata collection
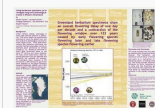- SPNHC wiki and website -
  poster hosting permanence

SPNHC website poster analytics snapshot

SPNHC poster gallery

https://spnhc.biowikifarm.net/wiki/Posters

Planning for Posters and Oral Presenters
Digital Data Conference

Presentations
- Google drive- asked presenters to upload presentations
- MP4 Formatting
- Were not specific about software used - most used Powerpoint or Zoom
- Presentations with video of speaker preferred

Posters
- Formatting for submissions
- Google drive

Both linked to conference wiki page prior to conference

Communication with presenters

Vendors

SPNHC-ICOM NATHIST Conference

- Traditionally SPNHC reaches out to sponsors for in-person meetings at various levels (Diamond, Platinum, Gold, Silver, Bronze) - $15,000 to $1,500. Typically provides trade show booth, logo on all printed materials and general slides, paid registrations, etc.
- Opportunity to partially emulate vendor fair held at SPNHC meetings and provide exposure for vendors, sponsors
- List of vendors from past meetings
- Sent email offering three opportunities
  - Logo on splash screen
  - Logo and link on website and in program
  - 15 minute Q&A session between oral sessions
- Also asked for donations
  - Most donated between $500-1000
- Sessions posted on YouTube for further exposure
- Email thanking them for their participation and any donation

Join us for our next virtual planning webinar and the other "Adapting to COVID: Resources for Natural History Collections in a New Virtual World" webinars

August 25 (2pm EDT): Executing Virtual Events: Lessons learned from Digital Data & SPNHC Conference Planners
> Topics to include: Zoom, Social Media, Audience Engagement/Managing Expectations, Surveys, Day of Roles and Responsibilities, Future Considerations

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

Future topics to include: Virtual Project Management, Creating meaningful and engaging virtual experiences, and more!

We appreciate your feedback!
Please help by completing the post-webinar survey for today.

https://ufl.qualtrics.com/jfe/form/SV_cTIjVyrnkhCv4BD

July 28: Planning for Virtual Events: Lessons learned from Digital Data & SPNHC Conference Planners

Moderator: Erica

- Impacts and Consequences of a Virtual Mtg (AB, GM)
- Registration (JG, SJ)
- Planning the Schedule/ Website Organization (JG, TK)
- Recruiting and Trainings for Presenters (GN, Amanda)
- Planning for Posters and Oral Presenters (Storage, Communication, Accessibility - time zones, etc) (GN, Emily Braker, DP, TK)
- Vendors (AB)

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

Moderator: Erica

- Zoom (GM/ AB-Recording),
- Social Media (Mariana/MP/JM),
- Audience Engagement/Managing Expectations (Helping participants set their own expectations)
- Surveys (MP)
- Day of Roles and Responsibilities - Moderators/ Tech Support (Communication) (Kimberly?, Amanda)
- Future Considerations (Closed Captioning, Social Engagements) (MP)