

## LLD:Endeavor | Virtual Event Planning

Session Length: 45 minutes

### Learning Objectives:

- How to plan a virtual event
- How to create an event planning committee
- How to have a quality virtual event

### Required Materials:

- Zoom Pro account with breakout rooms
- PowerPoint

### Outline of the Session:

This session will help the Lodge with their Performance Measurement Program.

This session will relay this theme in the following ways:

- By inspiring participants to create inspiring and dynamic virtual events
- By demonstrating how the success of a virtual event can be driven by both an individual and a team.

### Trainer Preparation:

The ideal trainer has significant event planning experience and has maybe planned a virtual event or two recently. Read the syllabus thoroughly. Prepare PowerPoint and Breakout Rooms before the presentation. Evaluate your audience and adjust your presentation tactics to fit their mindset.

## **Session Narrative:**

### **Introduction: 5 min**

How many of us have had to plan an event? (have them raise their hands or use the Zoom Reacts feature) How have you had challenges that you've faced? How do we adapt and overcome those challenges?

We have all had to plan and organize an event, which has become even more challenging during the COVID-19 Pandemic. Together, we can make meaningful and creative virtual events to engage our members for the years to come.

[introduce yourself as the trainer here as well and discuss some of your qualifications].

### **Resources/Toolbox: 5 min**

Let's start at the most logical place: the event planning toolbox. What resources do you have at your disposal when planning an event? Here are the keys:

- Lodge Budget – consult your lodge treasurer and financial adviser to determine how much money the lodge can contribute to your event. Whether a chapter or lodge event, most lodges will budget some money for events. Whether a Lodge Fellowship or a chapter night at the bowling alley, check your lodge's budget.
- Lodge/Council/District Calendar – any event should be placed on the calendar as soon as a date is set. Before a date is set, consult the calendar to minimize conflicts. In the day of virtual events, these can be fast-paced, but it's vital they do not conflict. Use your council professional staff to your advantage when navigating the calendars.
- Your pool of team members – Is this a chapter event? Who in the chapter can help? Is this a lodge event? Is there a dedicated committee who will help plan it? Locate your talent and identify the right mix of people to make your event successful.
- OA Online Engagement Toolkit – (<https://oa-bsa.org/uploads/publications/online-engagement-toolkit.pdf>) This is the OA Online Engagement Toolkit with a multitude of different online event examples and how to implement them in your own lodge.

**Trainer Tip:** List some examples of the events offered in the platform and discuss how to implement them when brainstorming and planning. This will come up later on in the training.

### **Event Committee: 5 Min**

It is crucial to find the right people to make up your event committee. Imagine your Lodge Chief has asked you to plan an upcoming fellowship event. Your lodge has had successful inductions but hasn't activated too many Arrowmen recently. They are a medium-sized lodge with a Chief,

Vice-Chief, Secretary, Treasurer, and a deep pool of committee chairs. Who would you recruit to your committee? Who are the essential people to include in your event planning team? What roles would each of them have?

**Trainer Tip:** Assign them groups and put them into Zoom Breakout Rooms while they brainstorm this material. Then, bring everyone back together and call on some specific people to discuss the results.

**Backdating and Communication: 5 min**

Now that you have the team, you need to know how to put a plan together. Each plan starts with a goal or idea—a finish point. Take this goal, break it up into the steps that need to be accomplished, and then assign each a due date. For example, if you have a Zoom fellowship, when do you need to communicate the Zoom link out to everyone? How will you communicate that? This is called Backdating or putting deadlines on the tasks from when you will complete that specific task to reach your goal. It is an essential part of building out a successful plan for an event.

Many tools can help you with this and communicating them to your fellow team members. Project management software such as Trello or Asana allows you as leaders to set up a plan, follow up on tasks, and assign them to your team's fellow members.

**Trainer Tip:** Show participants how these software tools work so they can implement them

Finally, one must be able to communicate. In the world we live in now, it may be hard to communicate face-to-face and allow word of mouth to take over. Social media is more important than ever, whether you're on Facebook, Instagram, or TikTok. Email clients such as MailChimp or MailerLite can also help get information directly into someone's inbox. The National Communications team has a Communications Toolkit <https://oa-bsa.org/uploads/publications/communications-toolkit.pdf> to help Lodges, Chapters, and Arrowmen better communicate and promote their events. In this Pandemic, this is more important than ever.

**Creative Event Planning and Brainstorming: 15-20 min**

Now that we have talked about building our team and equipped you with the proper planning and communications skills to be successful, let's practice creative virtual event planning. You may not realize it, but every national event, such as Momentum Launch, involved the creative event planning process. Each committee is charged with innovating the wheel. Youth are given

free rein! Only after innovative solutions are flowing does the national committee provide the youth leaders with material from past conferences.

Creative event planning relies on an element already built into the OA: youth leadership. Because youth do not have the amount of experience as an adviser, they are more willing to think out of the box and prevent the “that’s how we’ve always done it” attitude. Amid these changing times, this simply isn’t acceptable, and we must continue to innovate and adapt.

We will split you up into small groups again and give you free rein to plan your own virtual engagement event. We will post the National Engagement Toolkit ideas to get the creative juices flowing and develop your own unique ideas.

Spend the first five minutes brainstorming some ideas for a virtual event, then spend another 10 minutes building out a plan, backdating, and figuring out how you’ll communicate it to our members. Determine which tools to use to be successful. We’ll come back and share ideas as a group.

**Trainer Tip:** Keep everyone in their same groups as before and bounce between groups to assist. Make sure to post the Engagement Toolkit and other resources in the Zoom chat, so they have access to them.

**Conclusion:** 5 minutes

We've covered how to brainstorm and come up with effective plans together as a team. We discussed our event planning toolbox and the resources that each of us has available to us before planning an event. We then discussed our event planning team and the importance of recruiting and tailoring a team to the event's needs. We then gave everyone the skills needed to be adept at event planning, and then each of you planned your own events in groups that could be used.

As you continue out, I challenge each of you to keep these ideas in mind. Never be afraid to innovate and think out of the box when you come up with an idea. Think of challenge points – things you'd like to accomplish during the event – and come up with three you'd like to attack in your event and improve upon. By addressing these challenges and continuing to innovate, you'll be able to be successful with event planning, both in-person and virtual.

