

Tips for a Successful Event

A successful virtual event is often based on your audience's overall experience. Are your viewers engaged? Have they been included in the conversation? Is the experience consistent and thorough? These are all questions that can be answered by utilizing the following 8 tips.

1. **Have an agenda. And stick to it.** Within the 3.5 hour live event, you will have many attendees visiting your booth, all at various times. Regardless of how many visitors are in the room, it is important to keep to your show flow. Someone could join at anytime, and you will want to be ready.
2. **Be personable.** Engage with your audience, and invite them to join the conversation. Throughout your agenda, ensure that you have a representative from your team (Lead PI) who is appointed to verbally include a plug within the conversation.
"If you're just joining us, welcome to our EXPO 2020 booth. Please give us a quick hello and introduce yourself via our team chat box located on our page. We're XX team speaking to you on our project XX and if at any point you have a question for us, we invite you to join the conversation by posting your question in our chat box, or calling in from the number below."
3. **Remember you are always "on."** Your team will be logged in via video and audio as presenters, so please remember that your audience can see each team member at every moment throughout the 3.5 hours that you are live.
4. **Share the question before providing an answer.** Whether answering a question provided via phone bridge or chat box, read the full question back before providing an answer. This way the entire audience can follow the conversation.
5. **Remind your audience to view your materials.** Throughout your presentation, remind your audience that you have materials available for viewing below, so please feel free to browse and have them let you know if they have any questions.
6. **Speak slowly and clearly.** Take your time.
7. **Use natural lighting if available.** Place yourself in a well lit area preferably without any windows or bright lights behind you. It is often best to sit facing a window allowing natural light to hit your face and shoulders.
8. **Ensure your computer is at eye level.** Sit close to your camera to ensure that your camera is at eye level. If using a laptop you can utilize large books or similar items to raise the eyeline.

Booth Information

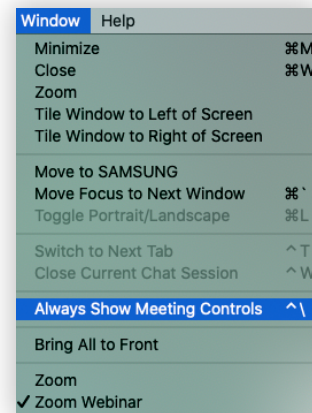
Prior to rehearsal date, please assign the following roles within your team:

- **Lead Narrator** – (Ideally this role is assigned to the Lead PI). This role is responsible for the majority of the discussion, and will be driving the question/answers posted by attendees within the booth chat box.
- **Moderator** – This role will work hand in hand with the Lead Narrator. They will be in charge of manually pushing callers in and out of the room, while driving all questions being answered via phone bridge. More information on this role below.
- **Screenshare team member/s** – Please note who will be sharing their screen throughout the show ahead of time so that this may be rehearsed on June 30th's rehearsal walkthrough.

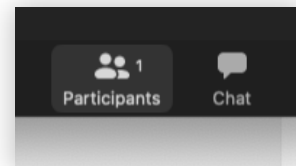
The following items are the technical instructions for all days.

1. Please pre-select a computer for use during the rehearsal day and both live event days. (Smart phone and tablet are not recommended.)
2. Download and install ZOOM, creating an account with your first and last name.
3. Ensure that your computer has both a camera and microphone. And that both permissions are enabled.
4. You will be provided a link to your particular team booth. [Click the link, and Zoom should automatically launch. You will be asked for your event ID \(which will be provided\).](#)
5. You will enter your team's booth webinar at this time. When first joining, please note that you will enter as an Attendee at which time our booth Admin/Tech will assign you as a panelist. This should only take a few minutes. Once you are a designated panelist you will be brought into the main room where you will see your fellow team members.
6. Once inside the main room, [please turn on both your camera and microphone](#) (you will need to ensure that your microphone input and output settings are selected appropriately).
7. **It is best to keep your Zoom screen in Gallery mode.** Click in upper right corner of zoom window to launch this view. Gallery mode allows for you to see all other team members at the same time. In addition it ensures that the size of the window does not change per speaker.
8. It is best to **not** have Zoom in Full Screen mode

9. Locate your ZOOM menu bar at the top of your screen. Click on “WINDOW” and choose “Always show meeting controls”. This will keep your tools visible at all times.



10. With the Meeting Controls now visible, click the “Participant” icon and the “Chat” icon to show all participants and chat function along right side.

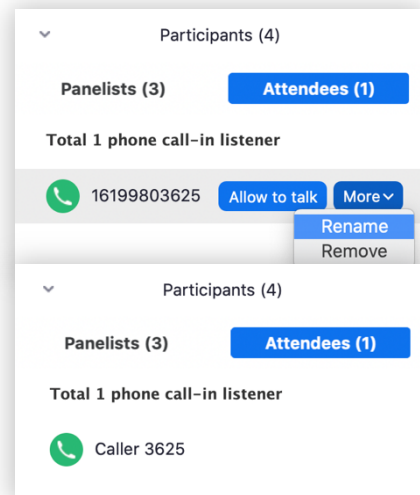


11. NOTE* This chat function within the Zoom platform will be used only for correspondence between the EXPO 2020 Admin/Tech and your team to ensure communication between parties can take place without distracting the viewers. Team members will need to keep an eye on this chat box throughout the event.
12. On Live Dates (July 1 and 2) we will initiate a quick sound check prior to opening the team’s booth.

**The remainder of these items will take place on rehearsal day (June 30).

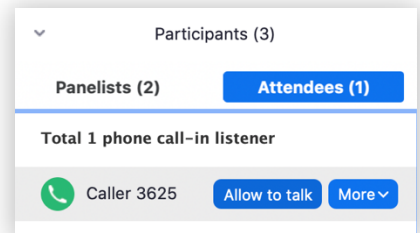
13. Once all team members have been connected, you will be greeted by your team’s assigned EXPO 2020 Admin/Tech. **The Lead Narrator** will be asked to quickly introduce each of the team members and identify the **Moderator** and **Screenshare speakers**. **The Lead Narrator** will then be asked to walk through your team’s agenda/presentation to ensure all parties know what is expected from a show flow standpoint.
14. Teams will now be asked to rehearse the Q&A functionality within each team booth/page. This will include a test for both the **Lead Narrator** and **Team Moderator** to ensure that both parties understand their roles and that both members feel comfortable with the functionality. This will include the following:
- **Moderator** – should always be monitoring the Attendees “Participant” tab.
 - **Moderator** – will rehearse moving callers into the webinar, allowing them to ask their questions and them moving them back out.

- **Moderator** – When an Attendee calls in to the webinar, place your cursor over the phone number then click the MORE. Then choose Rename.



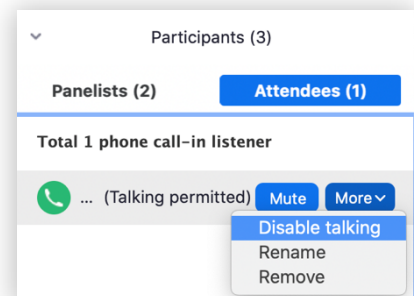
- **Moderator** – Rename the caller “Caller” and last 4 of phone number, for example “Caller 3625.” This way you are able to refer to each caller by a 4 digit number and you can ensure that their entire phone number is not publicly visible.

- **Moderator** – Once this is completed, you are ready to push the caller into your team booth. Remember to alert them that you are about to open their phone line so that they may ask a question. Verbally prompt the caller by saying *“We currently have a viewer with a phone number ending in 3625 calling in to speak with our team live. Caller 3625, you are live with team xx (team name) please start by giving us your name and organization followed by your question.”*



At this point the **Moderator** will need to click on the “Allow to Talk” button to open up the phone line.

- **Moderator** – After the caller has asked his/her question, the **Moderator** will click “Disable Talking” under MORE. This will mute the speaker and put them back as an attendee only. Note * Caller should hand up upon the end of their question period.



- **Lead Narrator** – Meanwhile, the **Lead Narrator** should be reviewing the chat box for additional questions coming in.

15. At the close of your event (5 minutes to end time) the **Lead Narrator** will thank the audience with a closing statement such as “We appreciate you all taking the time to join us in our Team XX Booth today. Expression of Interest forms are located below should you need access. Thank you.”