Think Babies Virtual Events Logistics Tips

Thoughtful logistical planning of your infant-toddler virtual event will help everything go smoothly and ensure your audience focuses on the content.

As you begin to plan your event, consider the following key questions:

1. What is your goal?

2. Who are you trying to reach?

3. What do you want them to know or do?

4. What will they need to act efficiently and effectively?

5. What is the current capacity of your organization and your partners to plan and implement a virtual event?

After exploring these questions, use the tips below to pull together your logistics.

- Determine the best platform for your event based on your goals, audience and expected number of attendees, desired interaction, and available tools. Social platforms such as Facebook, Instagram, YouTube, Twitter, and LinkedIn allow your organization to broadcast to larger, public audiences. Google Hangouts, Zoom, WebEx, or other multi-user platforms are best used to connect and meet with large groups of people for more interactive conversations.

- For longer events, consider including interactive features such as videos, photos, and polls.

- To the extent possible, be sure that all presenters/meeting participants have strong Wi-Fi bandwidth, and have updated their browsers or required apps/software before joining the conversation. Ask participants to keep their devices plugged in throughout the event or have them fully charged at the start.

- Plan to practice with participants before your meeting or larger event, ideally a day in advance to resolve any technical issues and do a run through with all presenters/meeting participants. Picking up on cues is challenging in a virtual environment, so think ahead about transitions and how best to moderate. Have a plan in place for navigating any technical difficulties that may arise during a virtual event (i.e. a speaker is disconnected or if slow connections cause a delay).

- Consider whether to film content horizontally or vertically – horizontal video can be easier for users to view on a laptop or Connected TV, while vertical is more conducive to viewing from a smartphone. Therefore, horizontal is best for more formal live streams or events such as panel discussions or press conferences, and vertical is best for sharing more casual news or updates.

- Consider housing archived presentations, slide decks, and supplemental content online for attendees to access after the event, ideally within 24 hours.

- If you are posting video on social media channels, consider adding translation and closed captions so that the video is accessible to all users and users who keep their phones muted are still able to engage with your content.