reimagine
End of Life

Tools & Tricks For A Successful Virtual Experience

Overview

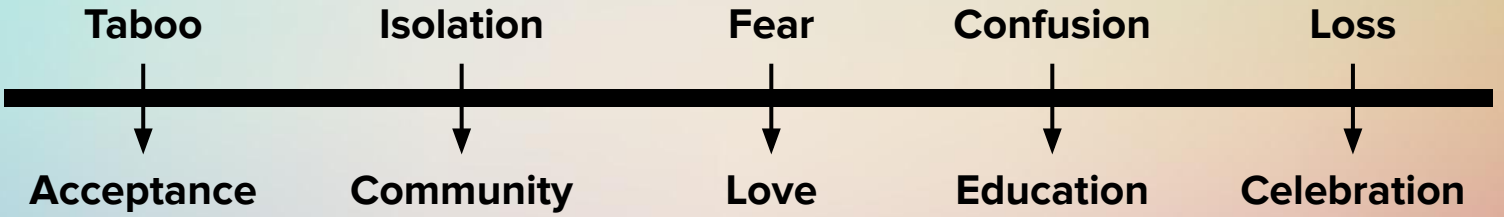
Today’s Goals

- Feel comfortable with designing a virtual experience
- Creative ideation around different ideas
- Knowledge of different tips and tricks
- Get inspired

Agenda

- Welcome + Goals
- Considerations, Elements and Features
- Range of Virtual Platforms
- Zoom Deep Dive
- Facebook Live
- Q + A
- Breakouts

Working to transform our individual and collective experience around serious illness, caregiving, dying, grieving…and *living*.



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Life, Loss, & Love
A Worldwide Virtual Festival
May 1 - July 9

Hosting Virtual Events

Possible Reimagine Events

Salon

Advance Care Planning Workshop

Grief yoga

Author Talk

Dance Class

Art tour

Altar-building workshop

Comedy show

Interdisciplinary

Concert

A Reflection

Interfaith Discussion

Step 1: Considerations

Objective(s) Teaching, provide an experience, connection

Content Presentation, audio, video, how-to, performance

Interaction One speaker, multi-speaker, feedback, dialogue

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Step 2: Elements of a Virtual Event

Opening	General setting of expectations + code of conduct
Sharing	Information, talk, art, music, knowledge share
Connection	Some sort of connection and opportunity to participate
Closing	Thanks, remarks, follow-up

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Step 3: What features do you need?

Mute / Unmute	Control audio settings
Video On / Off	Control video settings
Screenshare	Who's sharing information?
Chat box	Are participants engaging in dialogue?
Breakout Groups	Will participants be engaging with each other?
Spotlight	Will there be featured speakers?

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Virtual Event Tips

- Simplify/Shorten (# of people, transitions, amount of time)
- Prepare your attendees in advance (flow, technology)
- Encourage interaction
- Have a plan and back-up support in case you run into an issue

Designing & Producing Your Event

- Preparation
- Opening
- Engaging Audience
- Moderators & Helpers
- Closing

Preparation

- Prep main points, statements or goals for the experience
- Determine length of experience
- Do a run through
- Have technology set up + powered
- Turn off sounds and notifications
- Review settings
- Use a slide template

Opening

- Prep opening statement
- Share agenda for experience
- Provide any guidelines for digital interaction
- Cue any technology asks

Engaging the Audience

- Have an ice breaker welcome activity
- Try out the features like poll, Q&A, raising hand, breakout groups, chat box
- Don’t be afraid to break out of sequence and engage the audience
- Know how to mute and unmute
- Invite people to share

Moderators & Helpers

- Have help managing technology
- Have moderators to answer Q&A
- Invite friends to participate for support

Closing

- Make any announcements
- How can people follow up
- Tell people how to stay connected
- Where can they find you on social platforms
- What can they expect next
- Will your recording or event be shared

Zoom

Zoom Meeting

Crowdcast

Facebook Live

Twitch

Possible Platforms

Instagram

Facebook Live

TikTok

YouTube

Facebook

GoTo Meeting

Zoom Webinar

Zoom: Meeting vs. Webinar

	Meeting	**Webinar**
Ideal For	Interactive sessions, audience participation	Large audiences, usually less speakers
Cost	Free + paid options	Cost
Participants	Attendee or co-host	Attendee, co-host, panelist
Audio	Host or participants can mute / unmute	Attendees are listen only, hosts or panelists can mute/unmute
Video	All participants	Hosts or panelists
Attendees	100 - 1,000	Up to 100 - 10,000
Chat	In meeting	In webinar
Additional features	Breakout rooms, Livestream, polling, whiteboard	Q&A, Raise hand, Paypal, Livestream, polling, whiteboard

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Various Platforms + Attributes

Platform	Experience Type	Special Features
Zoom (Meeting)	Knowledge Sharing	Collaborative, screen sharing, multi participant functionality
Zoom (Webinar)	Broadcast	View only, registration,
Facebook Live	Livestreaming	Live Contributors, pinned comments, video permalinks + insights
Twitch	In real life streaming (music, podcasts, panels)	Direct messaging, unique chat rooms, social network functionality
Crowdcast	Knowledge Sharing	Green room, chat rooms,

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And
Don’t Forget...

- Experiment and **Practice!**
- Allow for space
- Encourage a learning culture
- Remember to take a breath and be present--it’s a highlight, no matter what

Zoom Deep Dive

Zoom Deep Dive

1. Considerations **before** the event
2. Considerations **during** the event
    - Presentation
    - Interaction

Considerations *Before* the Event

- Type of experience will inform **format**
- Confirm **settings** & consider **security**
- Prepare for **screen share**
- Prepare & test **audio**
- Set up **interactive activities**
- **Communicate** to attendees
- Assign **key roles**
- Experiment and **practice!**

Type of Experience Will Inform Format

Need high quality audio?	Use external microphone
Large and/or complicated event?	Have a technology manager
Will participants engage with each other?	Use breakout groups
Will there be featured speakers?	Use spotlight

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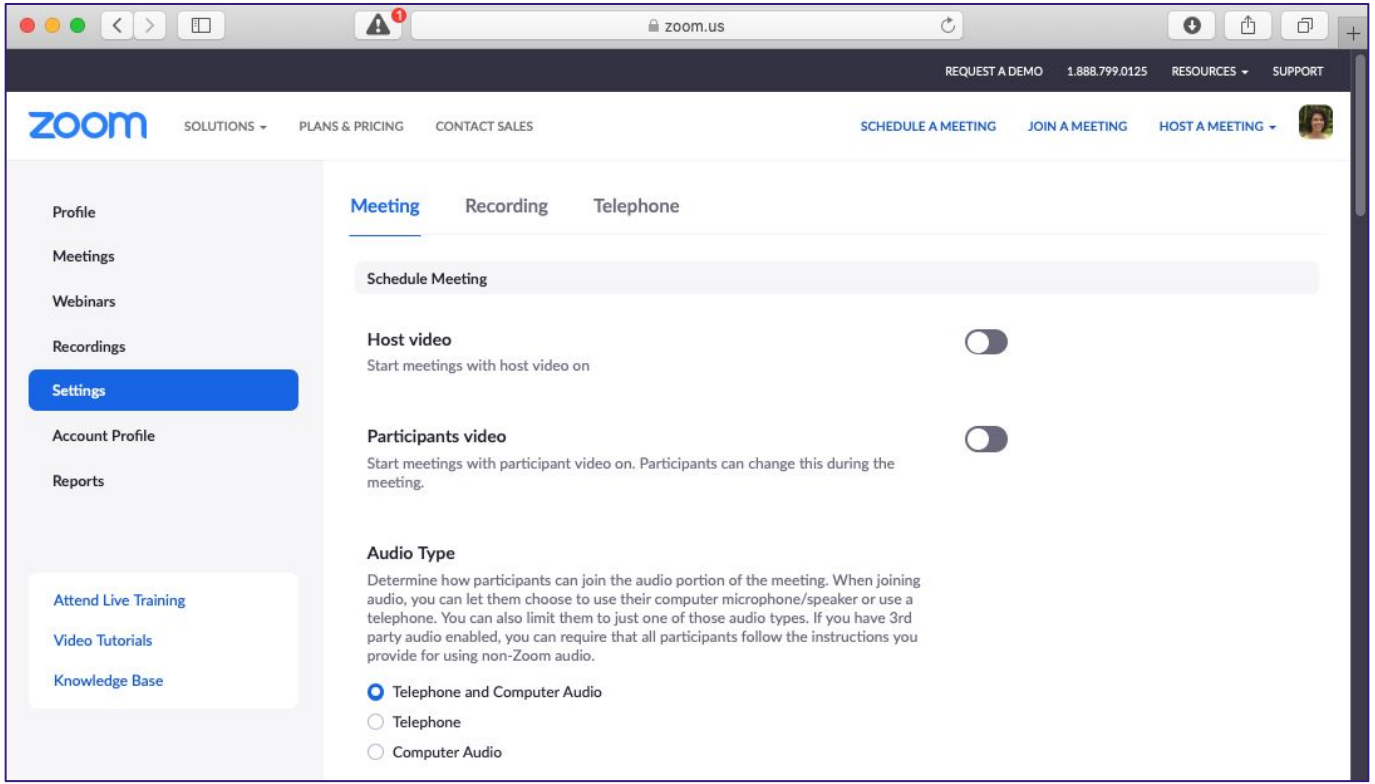
Confirm Settings

Visit zoom.us/profile/setting.
Review all settings to ensure they align with your needs & vision.



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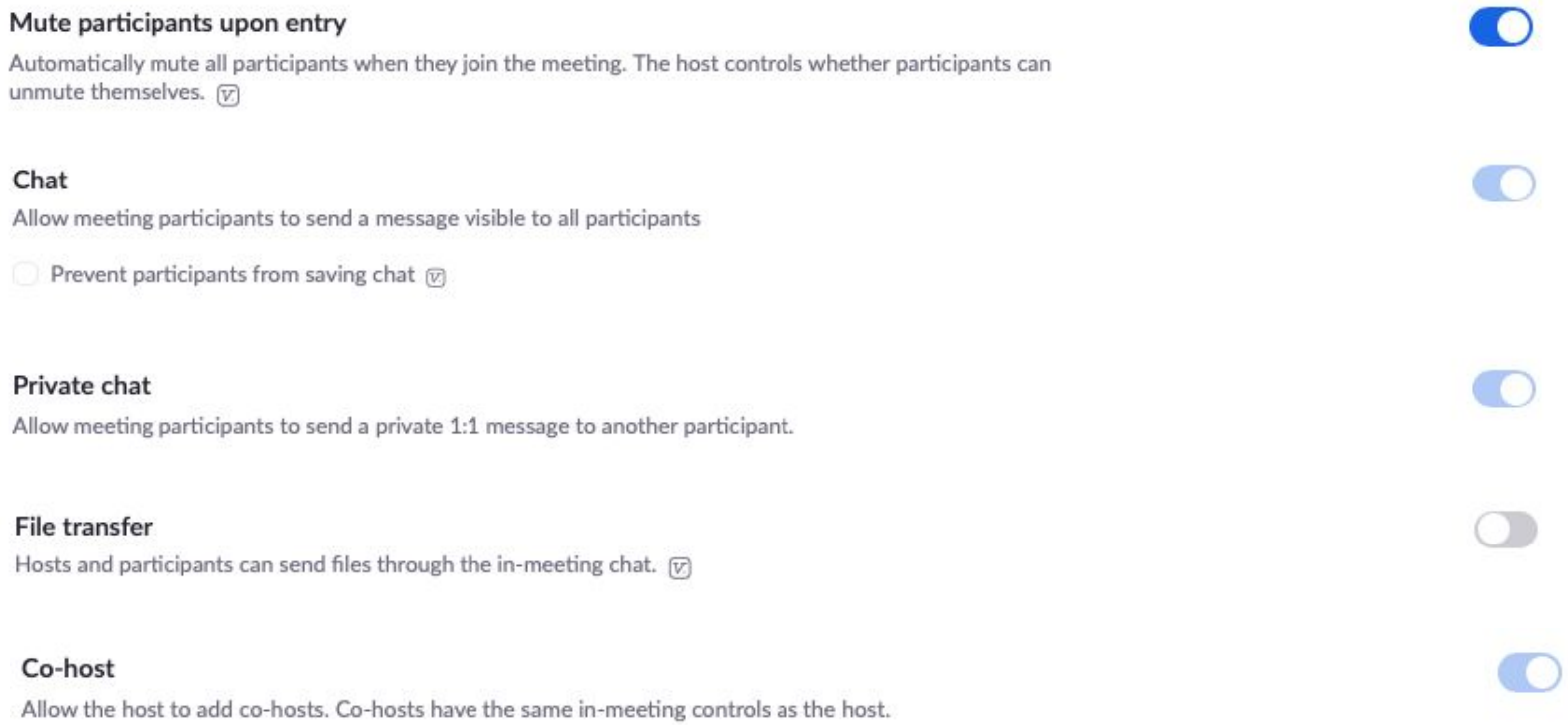
Confirm Settings

zoom.us/profile/setting



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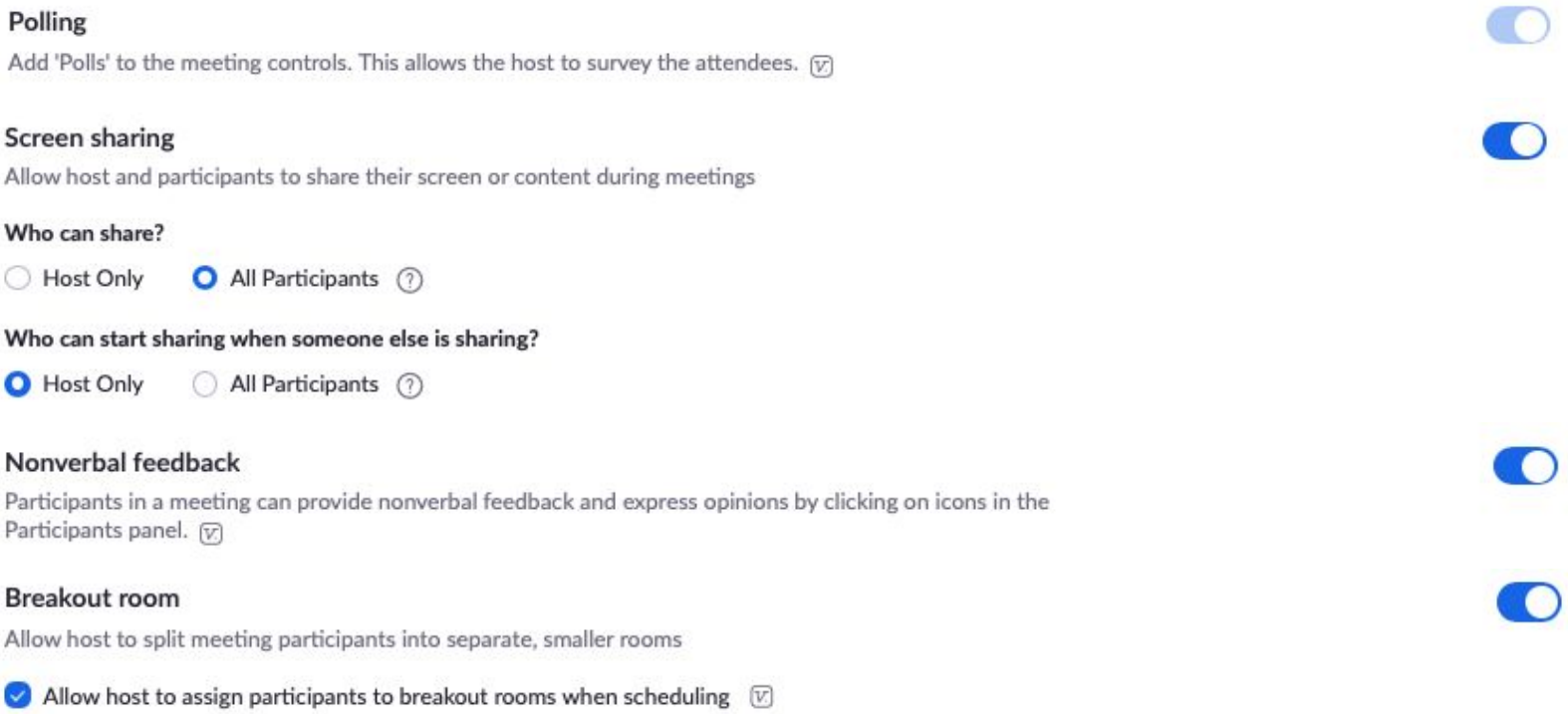

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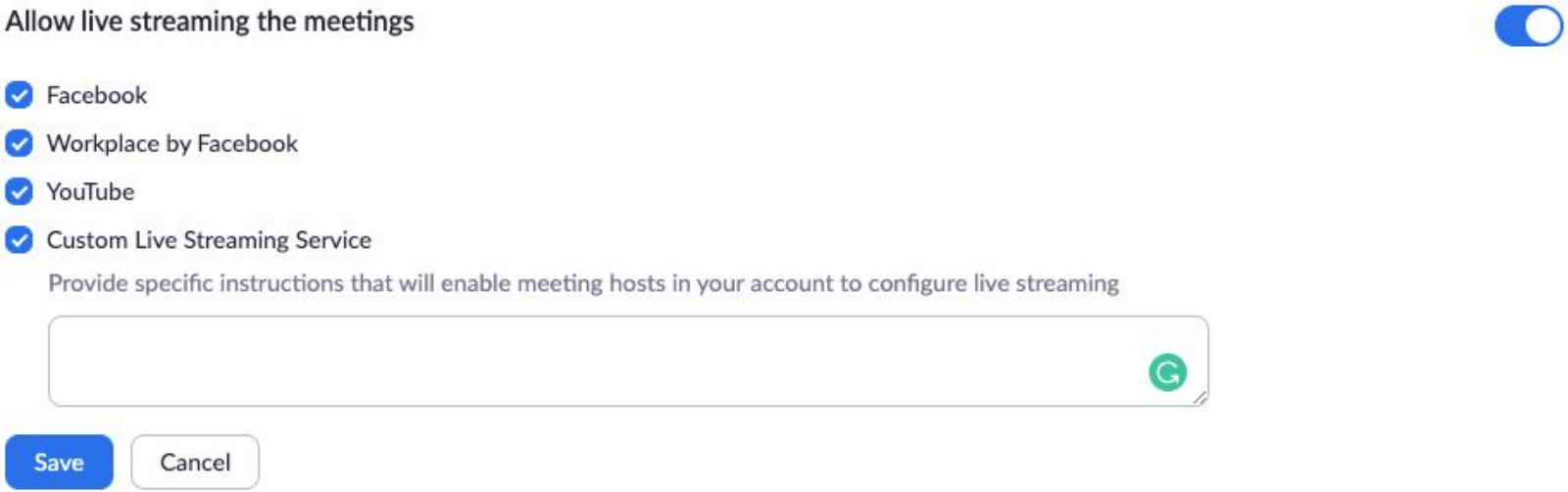

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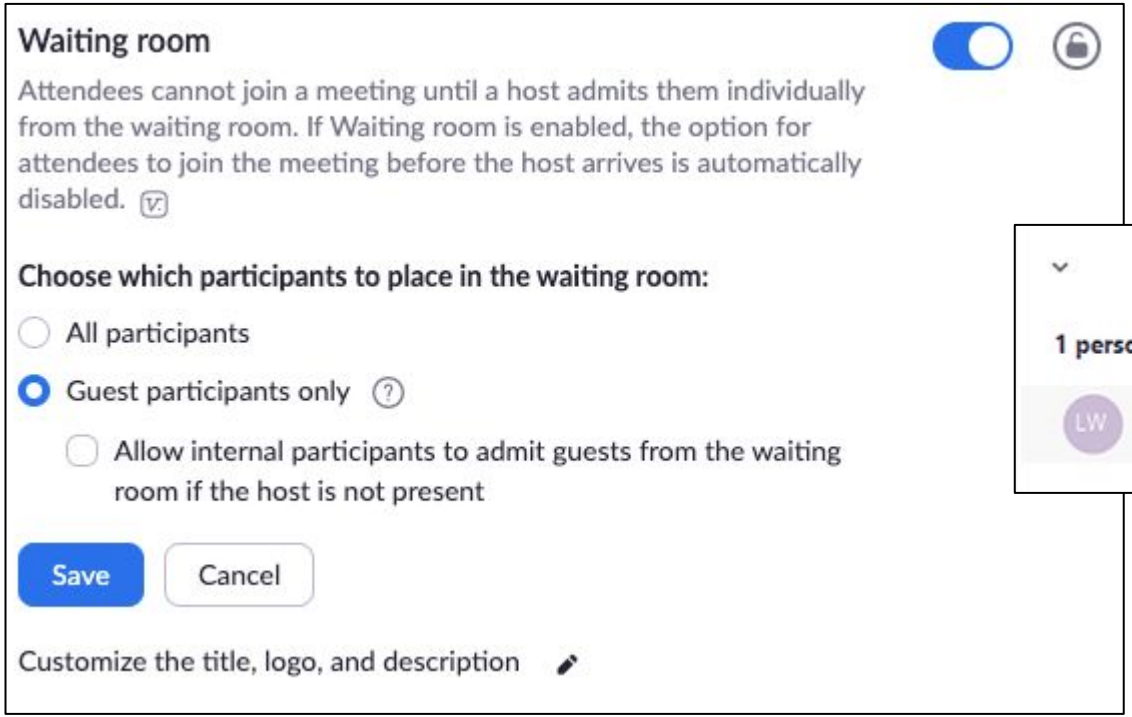
Security Setting | *Waiting Room (optional)*

Find at zoom.us/profile/setting:



In-meeting view:

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Security Settings

Options to consider based on type of event:

Scheduling controls

- Register participants (link)
- Enable waiting room (link)
- Host a Zoom Webinar to limit engagement to predetermined panelists (comparison of Zoom Meeting & Webinar)

In-event controls

- Disable chat
- Limit screen share to hosts
- Mute all participants
- Disable annotation

Prepare for Screen and/or Audio Share

- **What will be shared?**
  - Slides?
  - Video Clip?
  - Window of a computer application?
  - Audio clip?

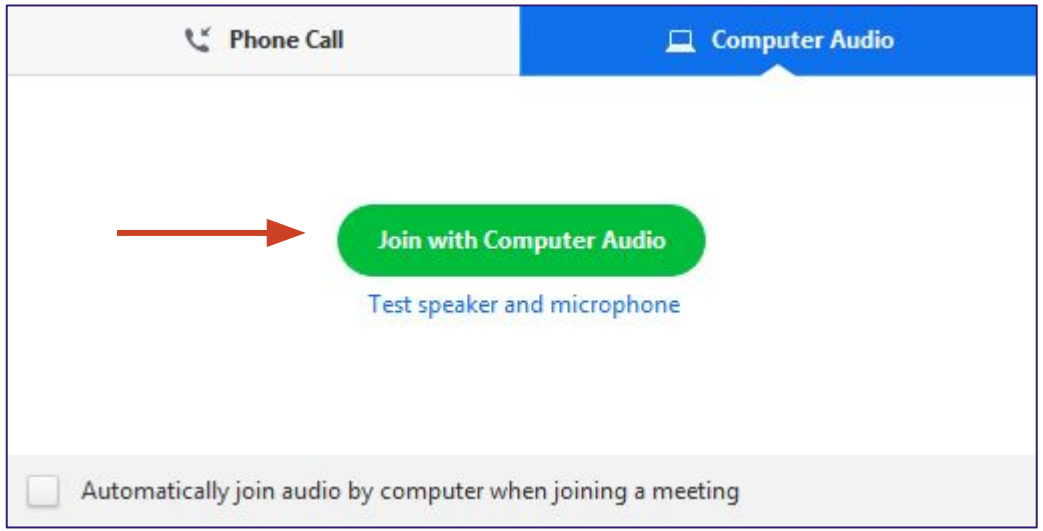
  Have relevant materials at the ready

- **Who will share?**
  - Check Zoom settings to ensure others' permission to screen share

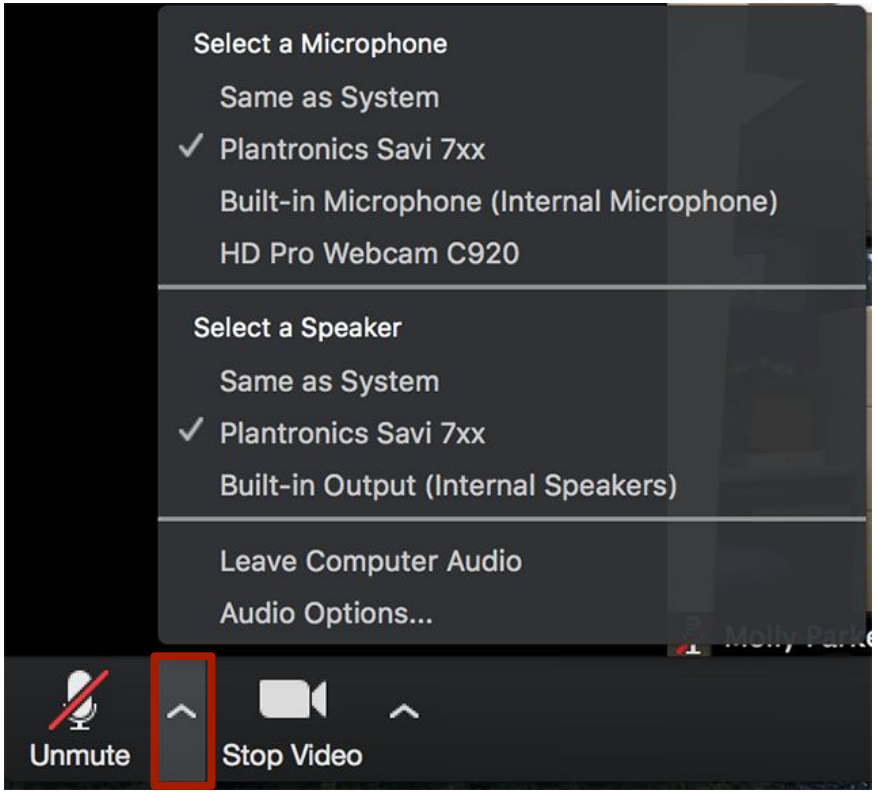
- **Screen sharing in full Zoom session or in breakout groups?**

Prepare Audio

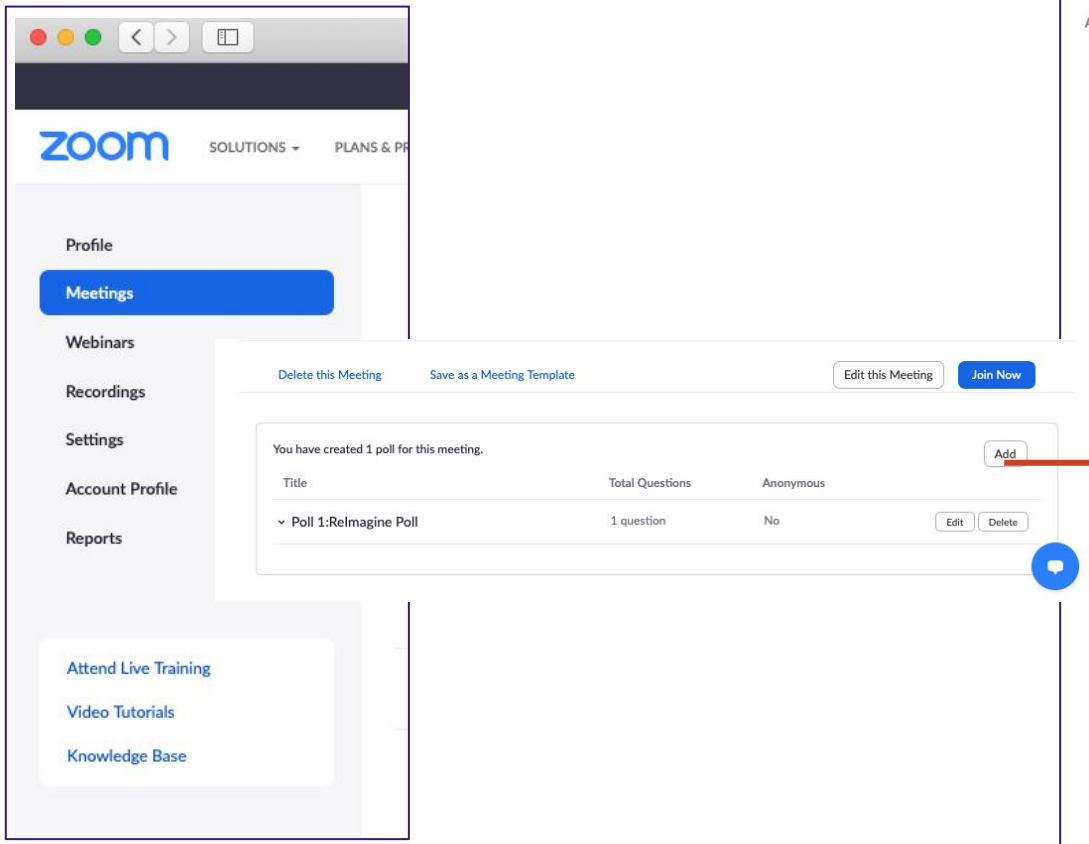
- To minimize risk of audio lag, **join audio by phone**.
- **If audio quality is important for the experience** (i.e. for a musical performance), consider connecting a microphone to your phone or computer.
- **Test audio** in advance of event.

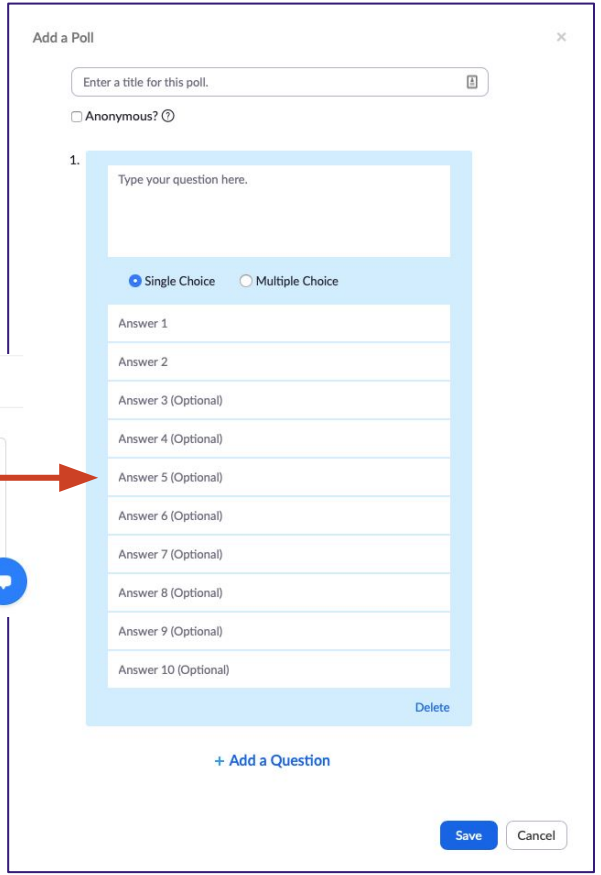


Test Audio


Select a Microphone
Same as System
Plantronics Savi 7xx
Built-in Microphone (Internal Microphone)
HD Pro Webcam C920
Select a Speaker
Same as System
Plantronics Savi 7xx
Built-in Output (Internal Speakers)
Leave Computer Audio
Audio Options...
Unmute
Stop Video

Set Up Polls (if needed)





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Communicate to Attendees

Sample Checklist for Virtual Participation

- ❑ **If you know you have less than optimal internet connection, we urge you to join through both a phone (for audio) and your computer (for video).** You may do so by joining the online meeting via the Zoom link and opting to join via phone audio. When you are dialing in, please be sure to enter your participant ID. Here is a step-by-step guide to help: https://support.zoom.us/hc/en-us/articles/201362663-Joining-a-meeting-by-phone

- ❑ **Please mute yourself when you are not speaking.** This helps cut down on background noise like sirens, landlines, etc.

- ❑ **Please check that your video camera is on.** We encourage that you also join us via video. Seeing each other's faces makes for a more engaging experience.

- ❑ **Rename yourself after logging into Zoom.** We do not plan to go around the virtual table introducing everyone. Instead, we ask you that you please rename yourself by hovering over your name in the "Participants" tab. Please change your name to be First name Last Name, Affiliation ("Chair," "Co-chair," "WG Member," "Observer") so we can identify and engage each other better. Ex. "David Plumb, Facilitator"

- ❑ **Bring a learning mindset** as we try out new technology to maximize engagement in this online setting! Thank you!

Assign Key Roles

- ❑ **Technology Manager**
  - ❑ Mute and unmute attendees as needed
  - ❑ Manage screen share
  - ❑ Quickly respond to tech support issues or security incidents
  - ❑ Administer polls or breakout groups
  - ❑ Manage waiting room

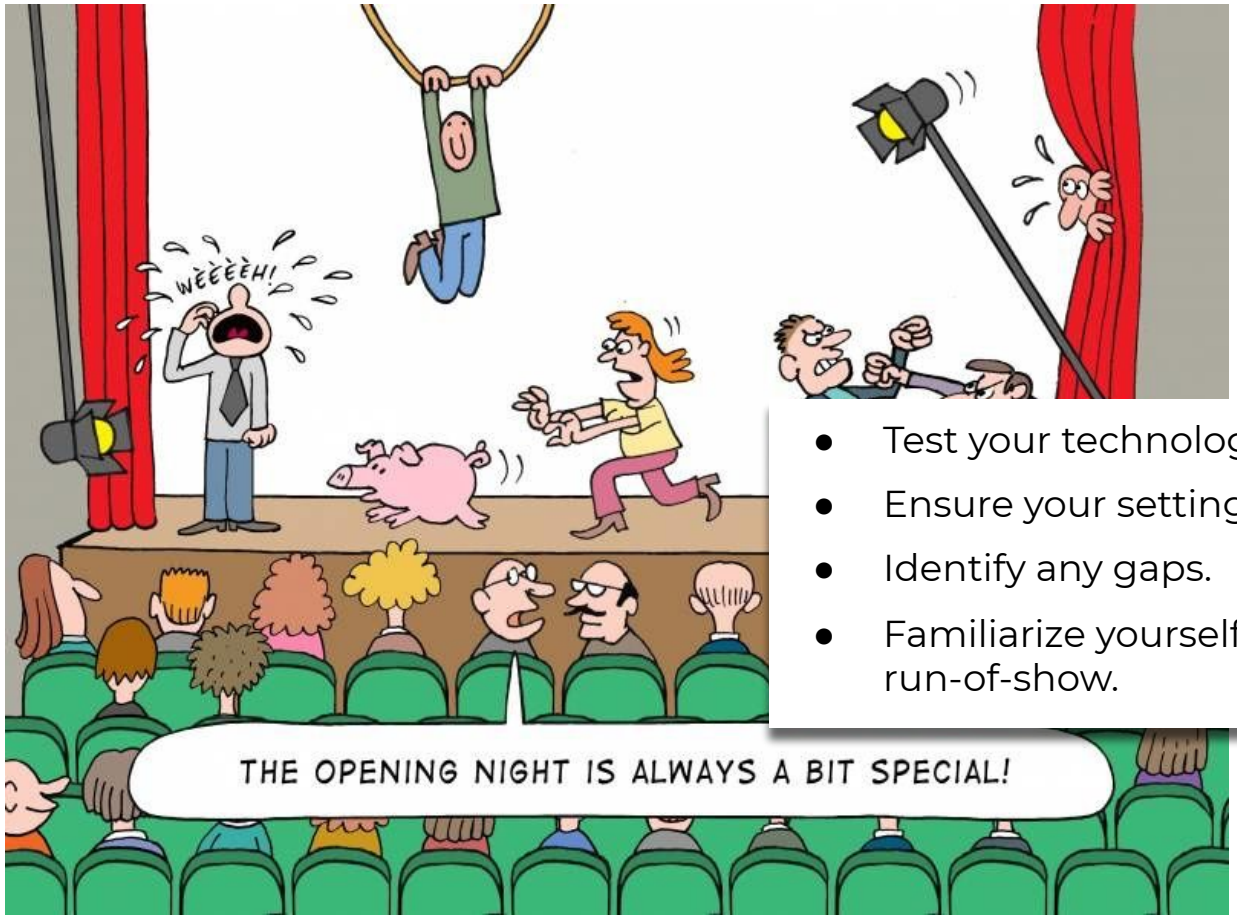
- ❑ **Moderator**
  - ❑ Provide welcome & event overview
  - ❑ Introduce the technology
  - ❑ Respond to chat messages

- ❑ **Presenters**
  - ❑ Deliver content

*Ensure people in key roles are **co-hosts**.*

Depending on size & complexity of the event, one person can serve multiple roles.

Experiment and Practice!



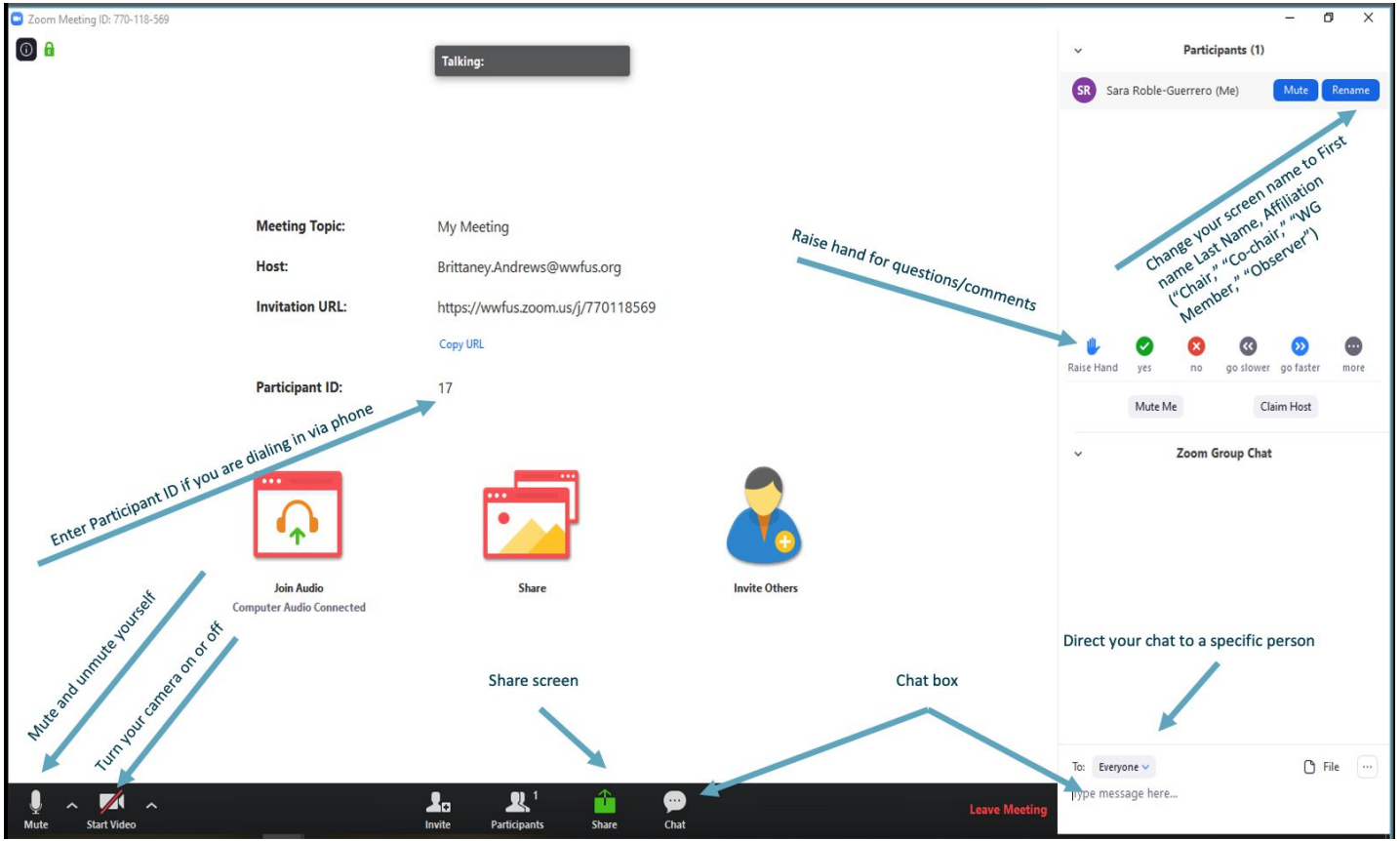
- Test your technology.
- Ensure your settings are correct.
- Identify any gaps.
- Familiarize yourself with the run-of-show.

During the Presentation

- Orient attendees
- Host Controls
  - Mute/unmute attendees
  - Spotlight a participant
- Screen Sharing
- Security

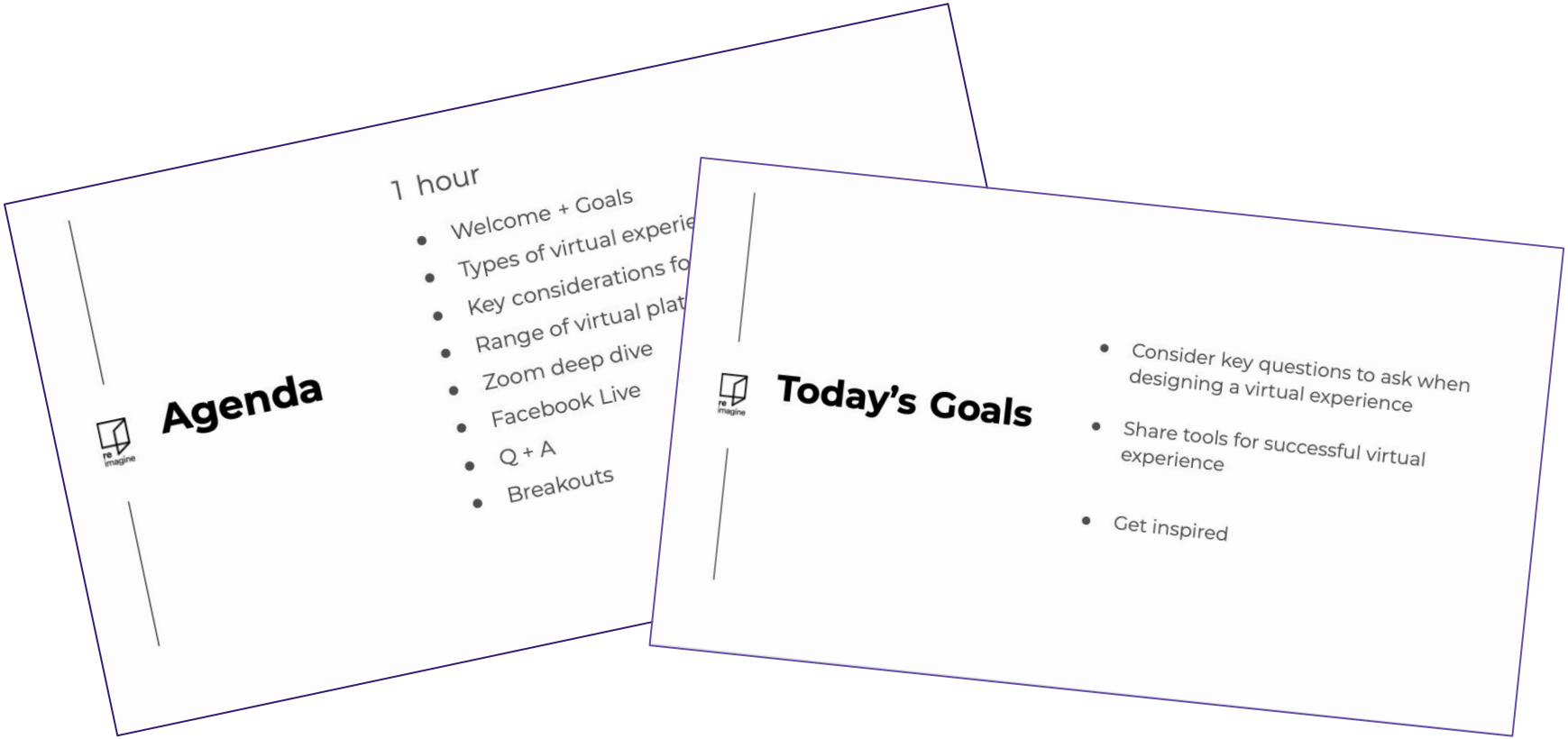
Orient Attendees

Intro to Attendee Controls

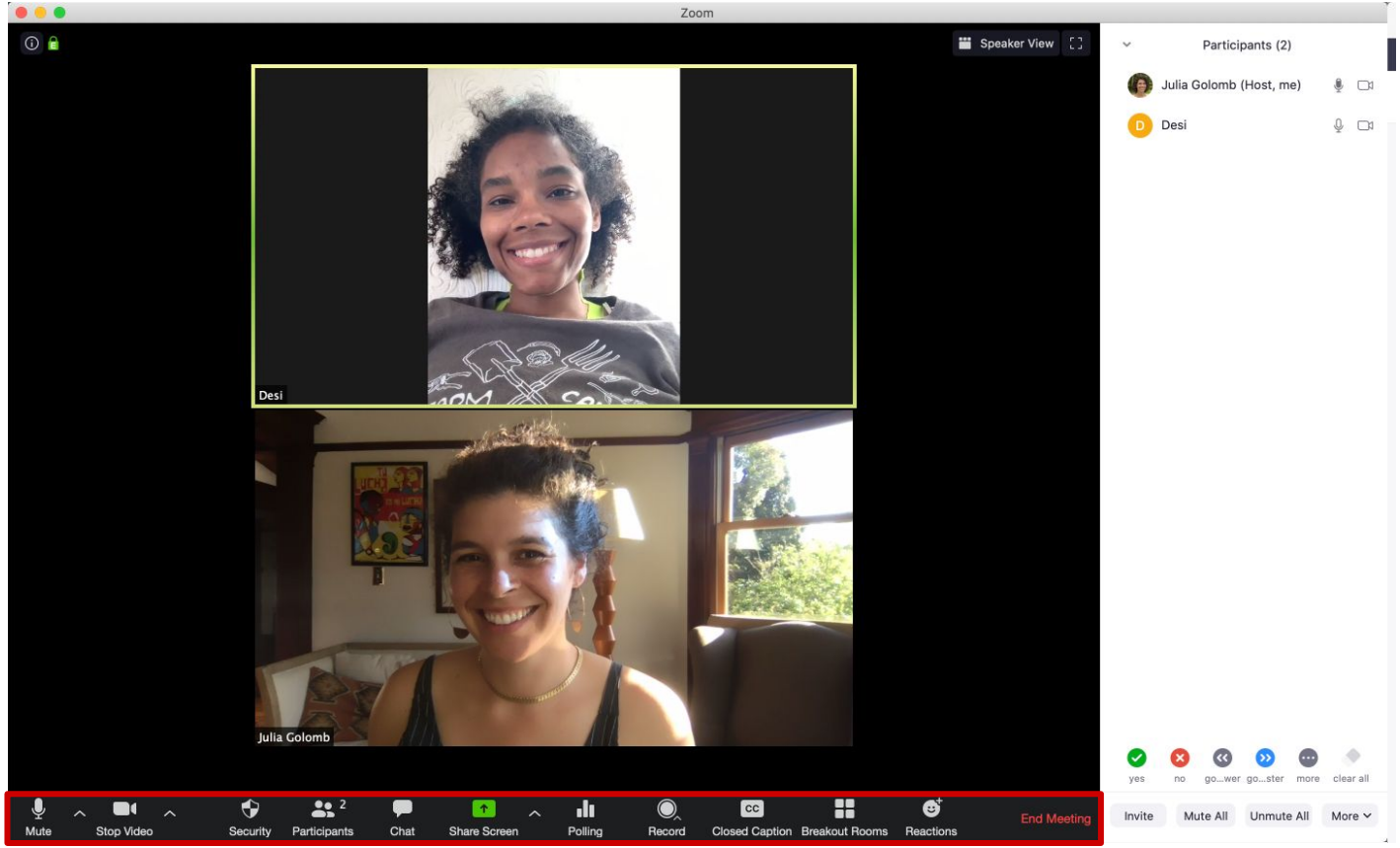


Orient Attendees

Provide agenda overview to set expectations for engagement



Host Controls



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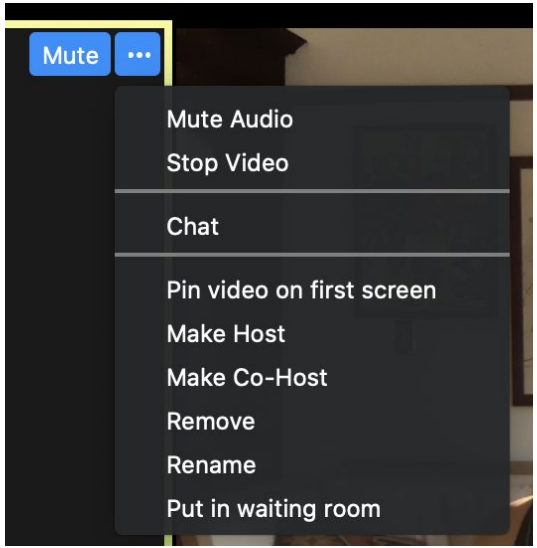
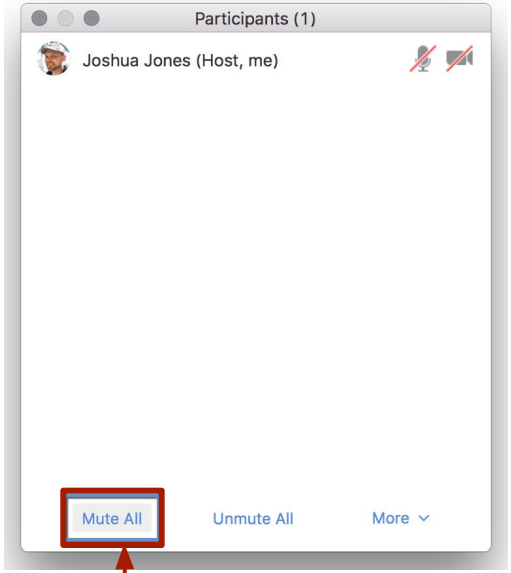
Host Controls

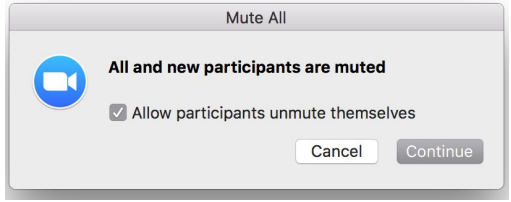
Mute Attendees

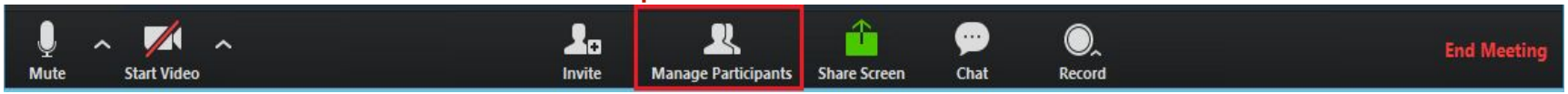
Mute an individual:



Or mute all participants:







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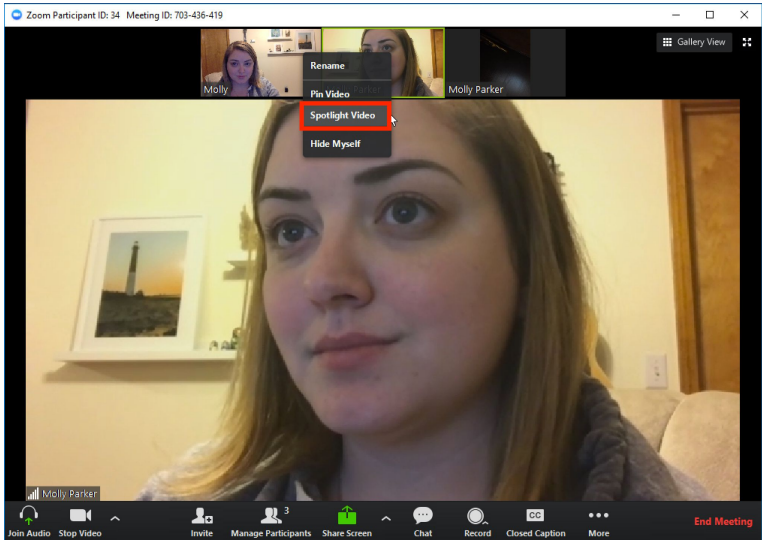
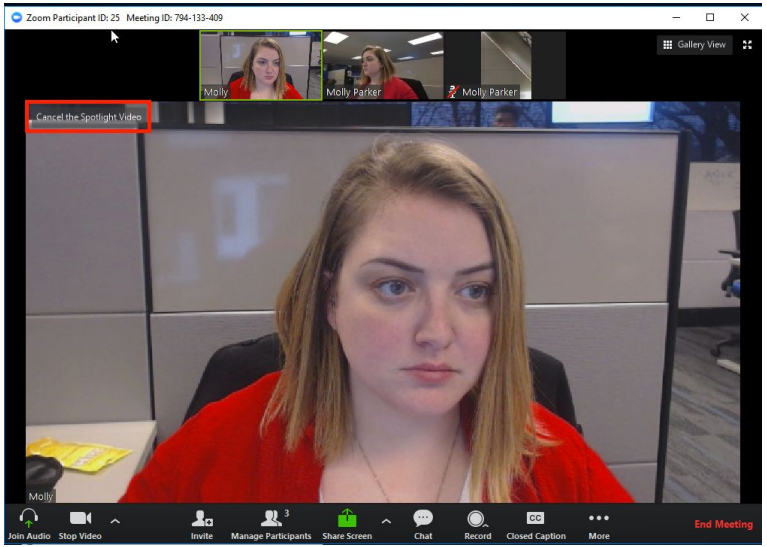
Host Controls

Spotlight a Participant

Spotlight:



End spotlight:



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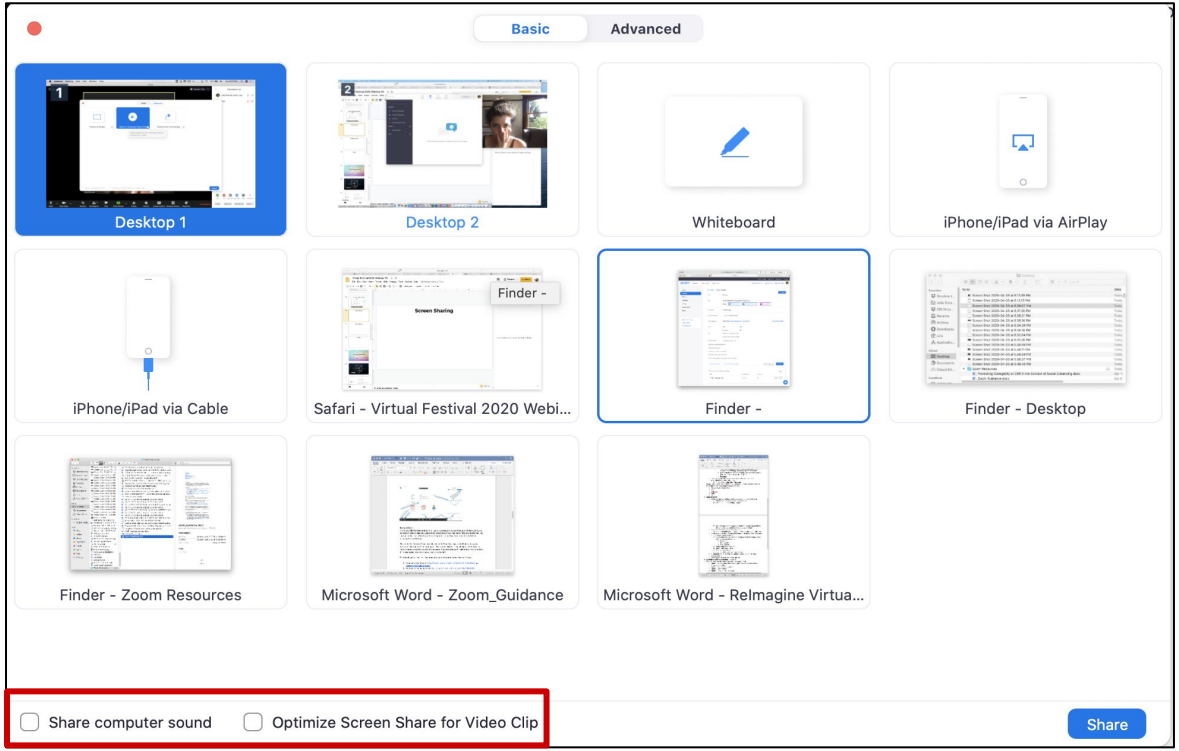
Screen Sharing

“Basic” tab

Share your entire desktop...

a single open window...

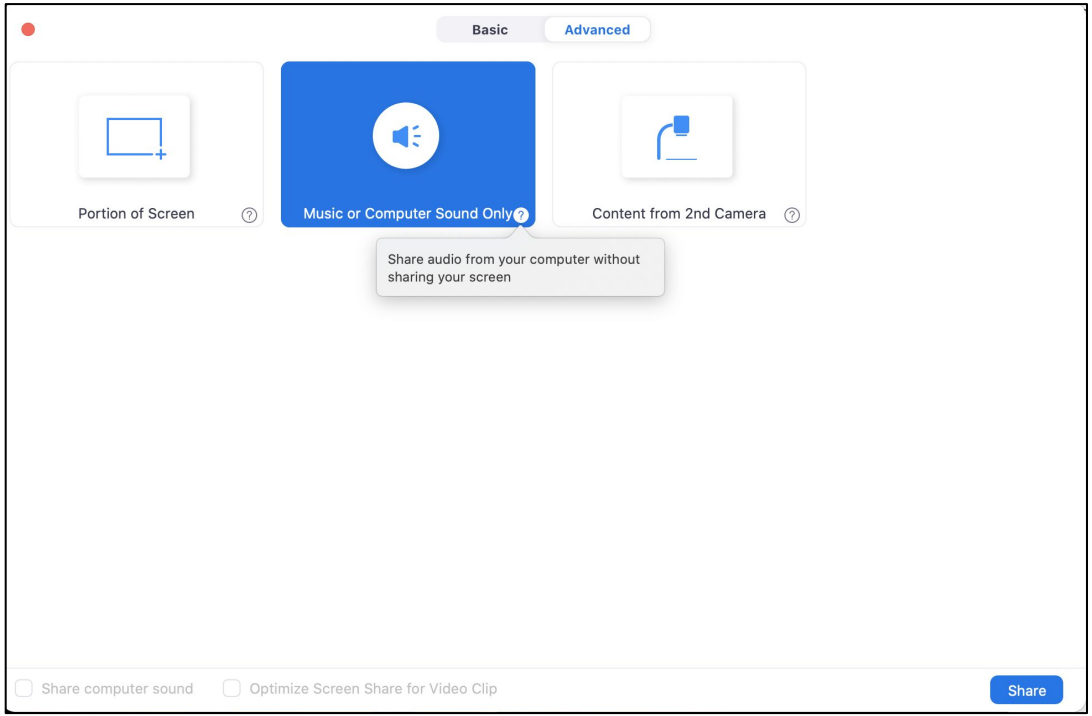
or a whiteboard



Note options:

Screen Sharing
“Advanced” tab

Option to share music or computer sound *only*:



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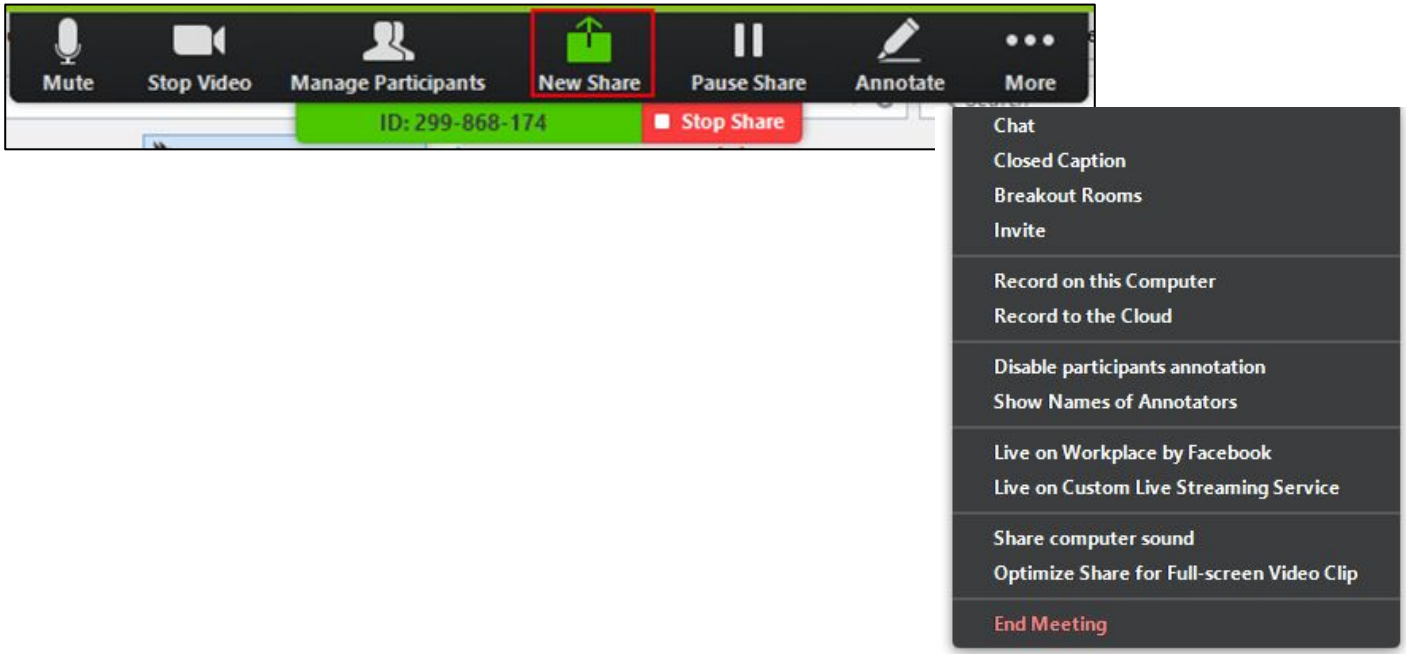
Screen Sharing Menu

When you start sharing your screen, the meeting controls will move into a menu that you can drag around your screen.



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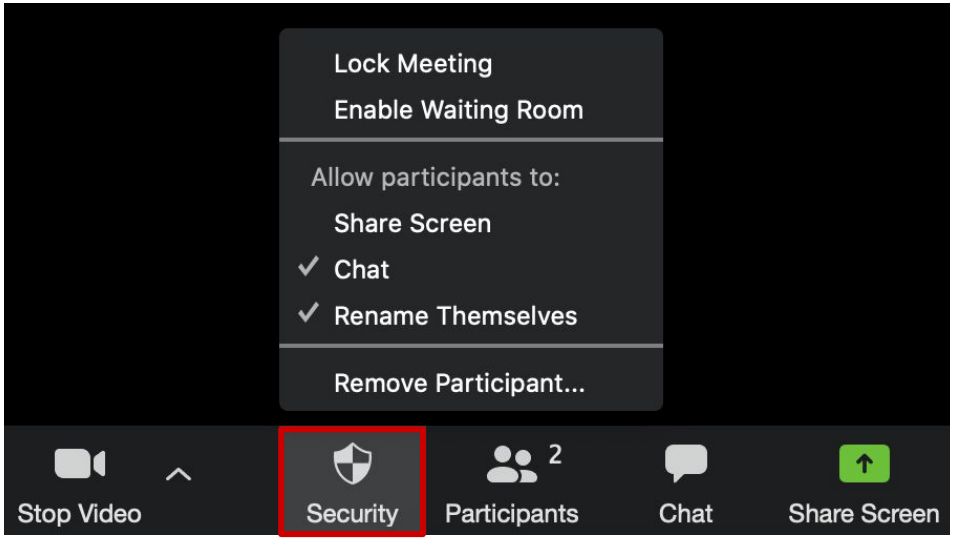
Security



If a security incident occurs (aka Zoom bombing):

- Respond via the security button in the host toolbar
- Option to deactivate chat
- Remove the hacker(s) via “Remove Participant”

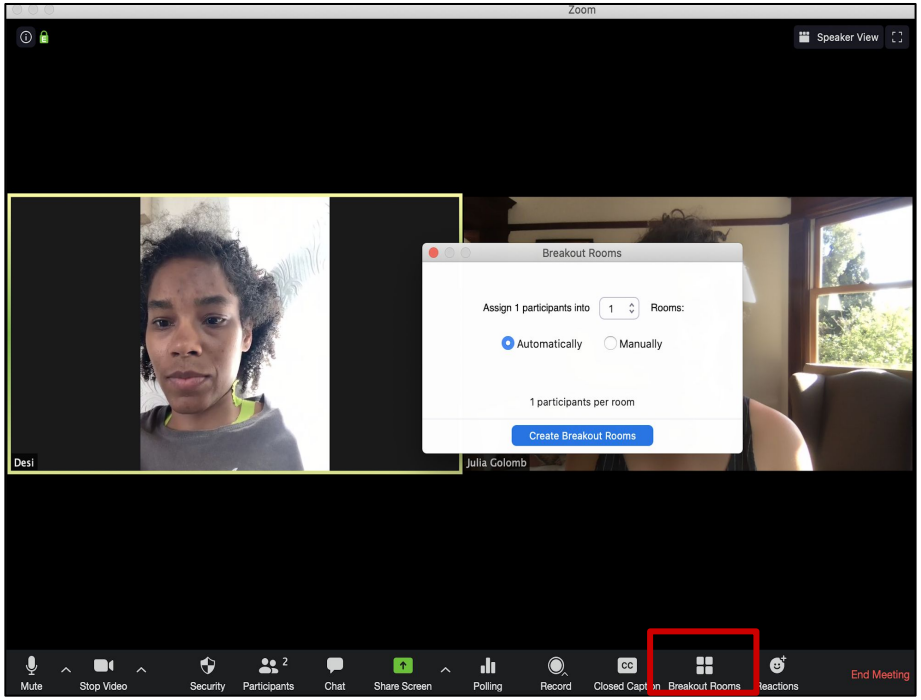
Facilitating Interaction

- Breakout Rooms
- Polling
- Chat

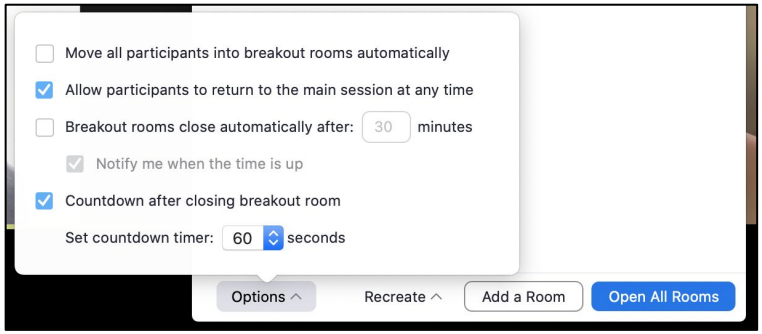
Breakout Rooms

- Split your Zoom meeting in *up to 50* separate sessions.
- The meeting host can choose to split attendees into these separate sessions automatically or manually.
- Host can switch between sessions at any time.

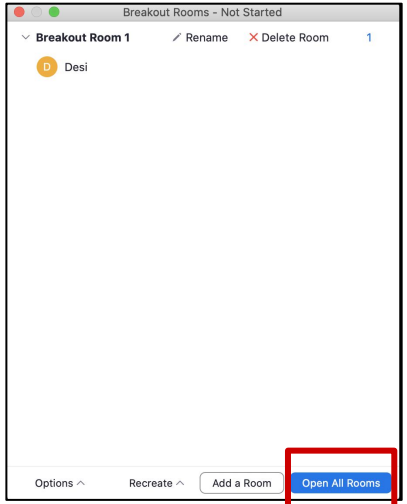
Breakout Rooms (link)



1. Click "Breakout Rooms"



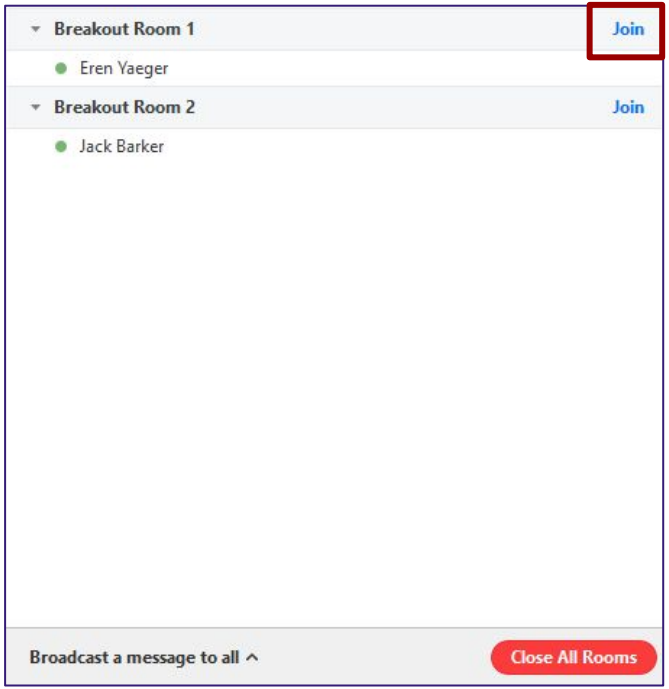
2. Choose settings



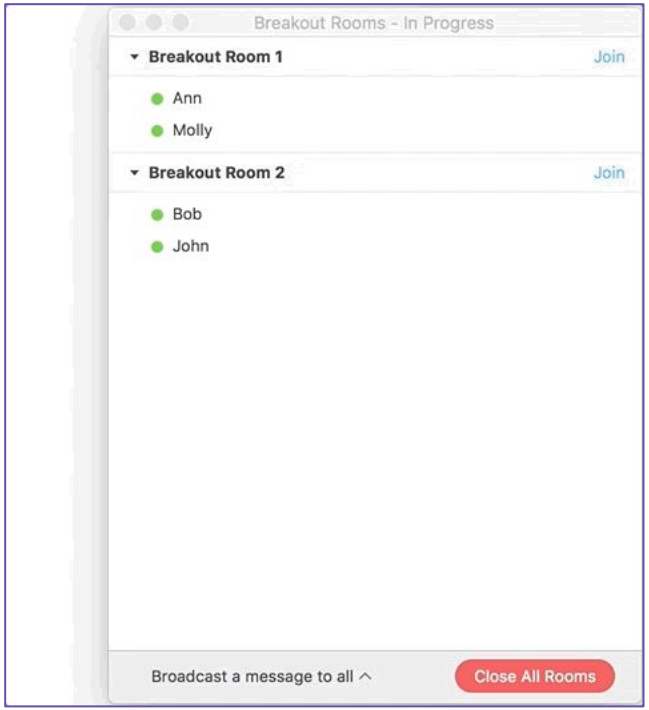
3. Select "Open All Rooms"

Breakout Rooms (link)

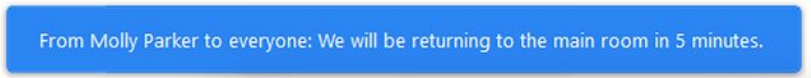
The host will stay in the main meeting until joining a session manually.



Broadcast a message to all breakout rooms:



This message will appear to all participants in rooms:



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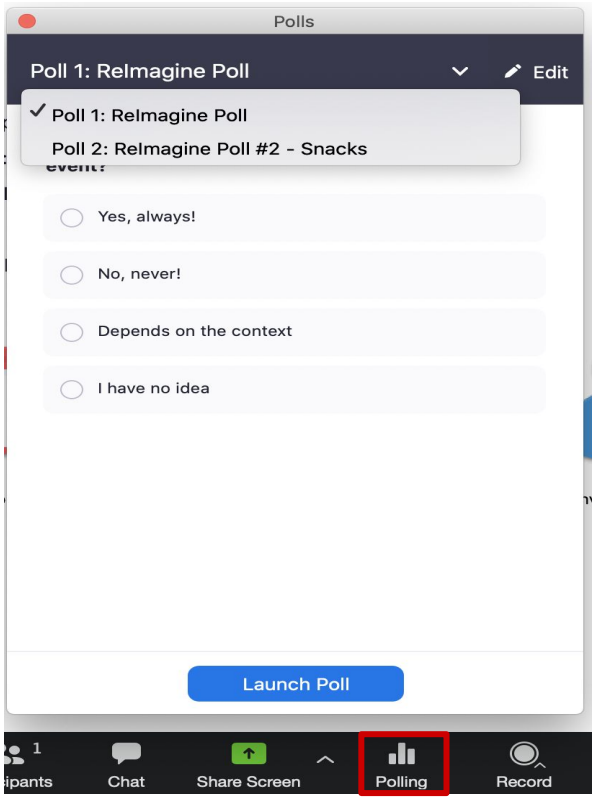
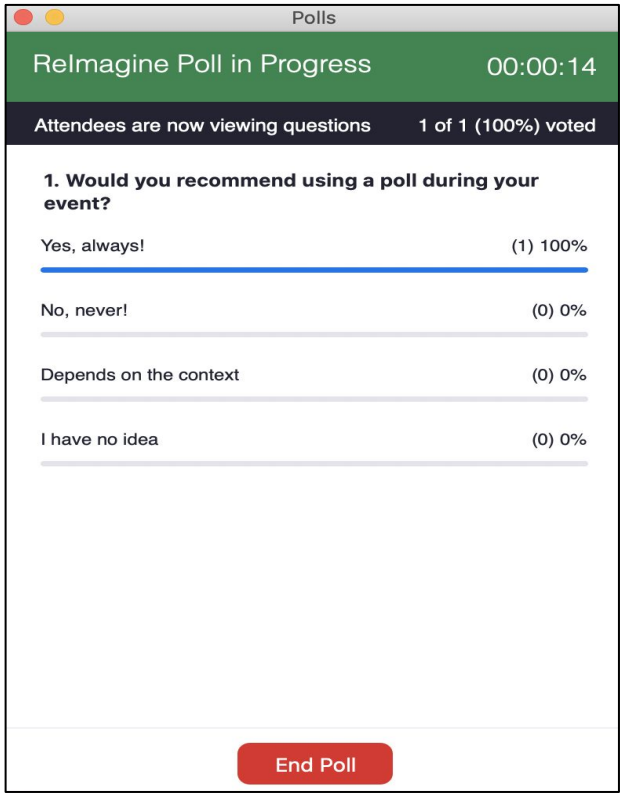
Implement polls

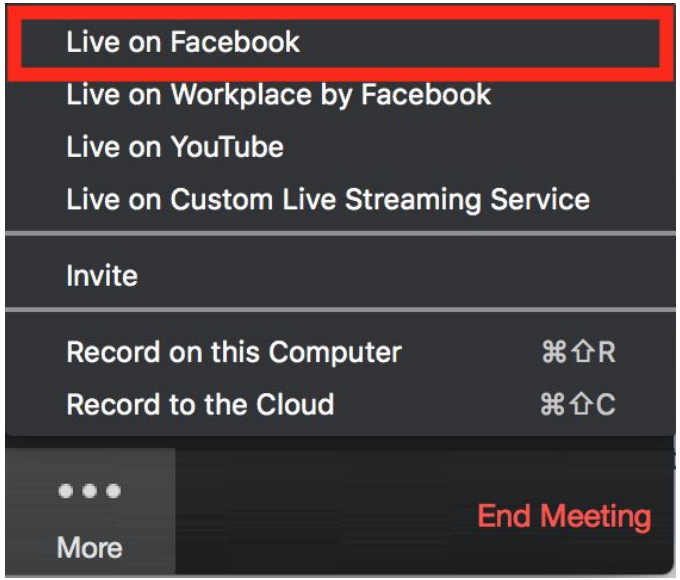
Remember: Prepare poll in advance, via web settings



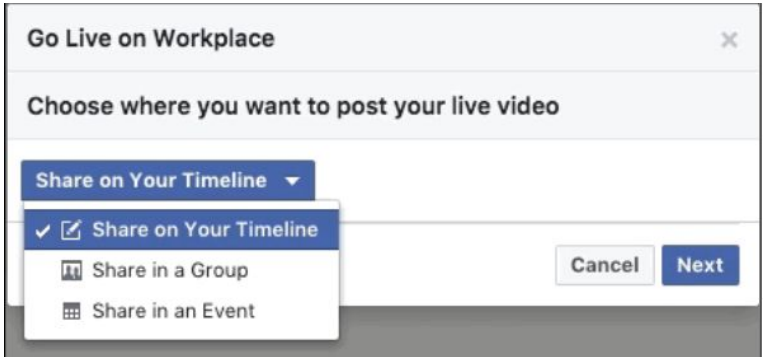


Stream Zoom to Facebook Live

Host control bar



...will open web browser



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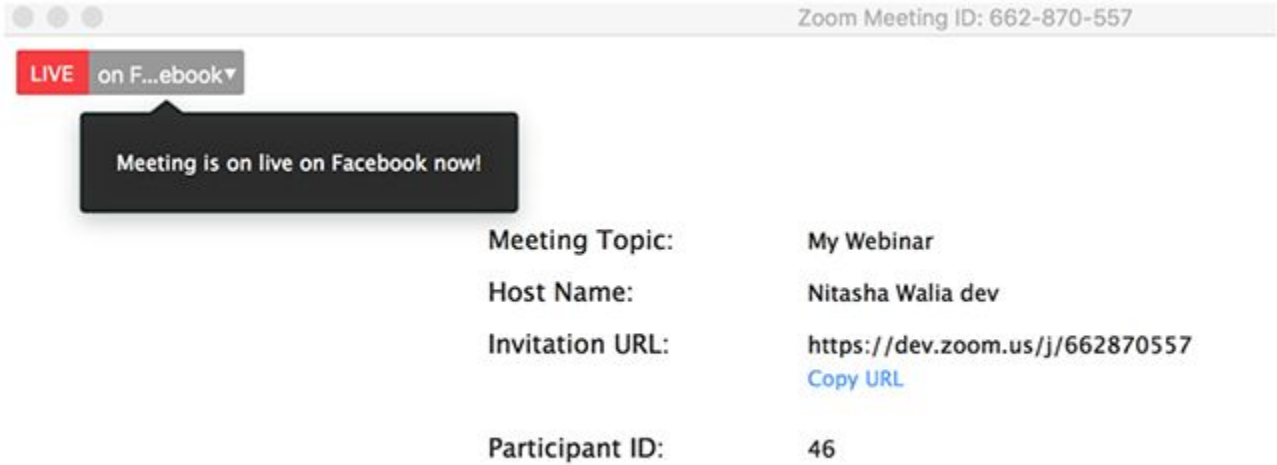
Stream Zoom to Facebook Live



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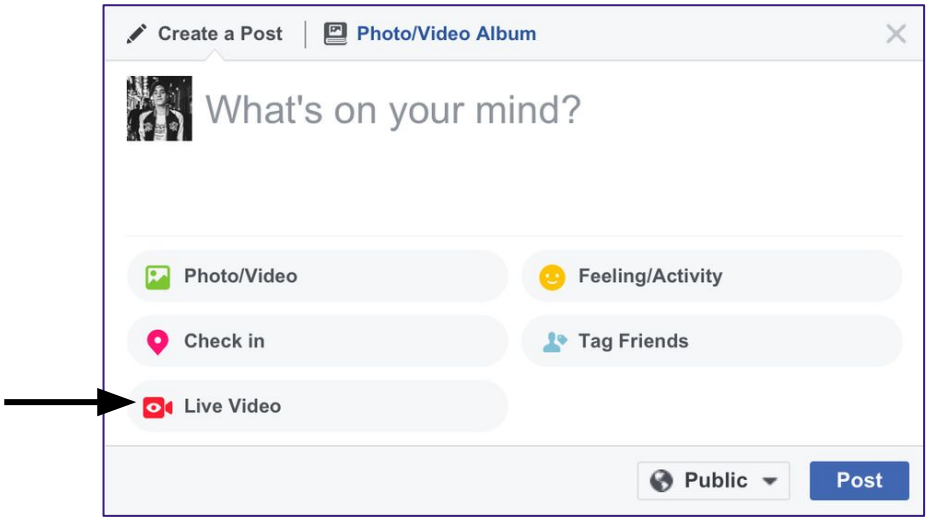
Facebook Live

Live Streaming via Facebook Live

To start a live broadcast **from a computer**:

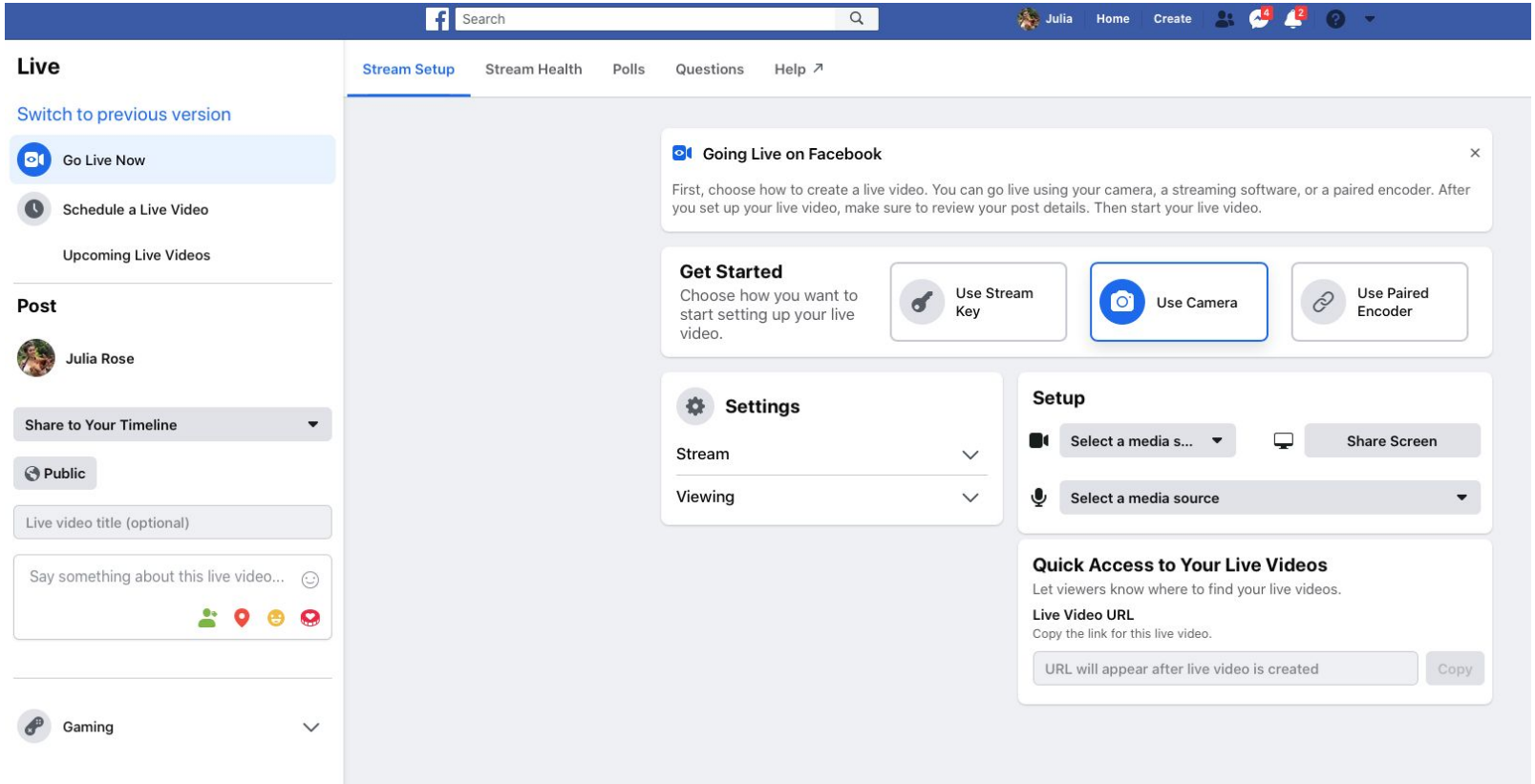
Click “Live Video” from the top of your Facebook News Feed or Timeline. Follow prompts to add a description & choose your audience.



During your live stream, **people can react & comment**. You can **write replies** to comments or respond to them in your streaming broadcast.

If you live stream to your timeline, you'll be able to choose your audience. When you end your live stream, it will stay where you shared it as a video post.

Facebook Live Producer www.facebook.com/live/producer



re imagine

Collaborator Help Center

Reminder to review and reference our Help Center:

- Help with conceptualizing your event within the Reimagine context
- Walk-through of logistics important for any event
- Timeline of important dates