

Running an event

CERI User Guide

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Acknowledgement

This chapter of the User Guide is one in a series available from [The Australian Prevention Partnership Centre website](#).

It was prepared by members of the Coordinating Group to provide practical tips on knowledge mobilisation and science communication for researchers working in the prevention of chronic disease.



Plan your event

If you have decided to hold an event, use this template for initial planning:

	Tasks
Audience, purpose and timing	<p>Why are you holding the event – and how does it fit in with the overall knowledge mobilisation strategy?</p> <p>With the purpose in mind, who will be the target audience? How will you reach them?</p> <p>What are you trying to achieve from the event? What will be the measure of success?</p> <p>Are there any timing or budgetary constraints, or other considerations?</p>
Designate lead roles	<p>There are 3 areas of responsibility for an event:</p> <p>Content: Responsible for the strategy, appointing speakers, aligning content, evaluation</p> <p>Logistics: Responsible for organising the event, including the delivery channel</p> <p>Communications: Responsible for advertising the event and branding</p>
Before the event	<p>Develop program and confirm presenters</p> <p>Set up Eventbrite page (or other)</p> <p>Send invitation, including venue & map or online details</p> <p>Brief presenters</p> <p>Travel arrangements</p> <p>Create a run sheet (see template below)</p> <p>Send pre-readings</p> <p>Presentation slides</p> <p>Send confirmation email day before</p>
After the event	<p>Send thank you email with presentation slides</p> <p>Include post-event evaluation form</p>
Evaluation	<p>Survey</p> <p>Debrief</p>

Online or virtual?

Different platforms are better suited to different meeting types and delivery methods.

Virtual meetings

- Microsoft Teams Meetings and Zoom Meetings are built to enable general or collaborative team meetings where the primary goal is meeting 'face-to-face' with attendees, open group discussion with voice and video enabled, or presenting slides, documents or a virtual whiteboard for viewing or collaboration
- For a meeting that includes discussion, consider standard Zoom or Teams meetings; for meetings that involve a lecture style or education focus, especially for large numbers, use Zoom or Teams webinar.

Webinars and training seminars

Microsoft Webinars or Zoom Meetings / Webinars are best suited to meetings that are primarily intended to:

- have a presenter or series of presenters and an audience
- include moderated interaction where the audience can provide feedback or questions – e.g. using chat, Q&A and polling options
- may require attendee registration
- be self-managed by your team

However, if the webinar is more complex, you may consider a paid virtual meeting or event service such as Redback or Cvent. This may be suitable if you:

- have high profile presenters
- have a large number of presenters in disparate locations or requiring additional support
- need production assistance for moderation of presentations, videos, Q&A
- would like an all-purpose solution for marketing and registrations (e.g. an event website)
- require technical support

Online or hybrid conferences

For a large conference or virtual event, you would probably consider using a paid service. However, Microsoft Teams Live Events is also an option.

These types of events are primarily broadcast events, i.e. a set of presenters for a very large audience where interaction is minimal (e.g. Q&A) and collaboration is not required.

Program

When creating the agenda, consider:

- Introduction and housekeeping
- Who will speak and for how long
- Who will introduce them
- Facilitation if necessary
- Allow time for breaks
- If online, limit to 60-75 minutes and allow plenty of time for questions
- Consider a moderator for questions

Invitation

You can advertise the event via Eventbrite or similar platform, or email.

Don't forget to include:

- Purpose of the meeting
- Key speakers (with short bio if necessary) – make sure you have their permission
- Time
- Location (including registration links)
- Reminders
- Set up confirmation email and reminders for 2 days prior to the event and 2 hours prior to the event. If online, ensure the link is prominent.
- Ensure the invite is sent to all presenters (especially if online so they have the link to join)
- Promote via your communications channels – can include website, email, newsletter, social media. Ask your networks for help to promote.

Slides

- Request slides at least 1 day before the event
- If online, include as a single slide deck
- Create holding slides for introduction and Q&A

Platform: Face to face meeting

If your meeting will be face to face, here is a list of what you may need.

Location

- Seating
- Access and parking
- Cost

Equipment to bring

- Laptop
- Projector
- Recording device
- Whiteboard
- Markers
- Flipchart
- Note pads
- Pens
- Water glasses & water jug
- Scribe

Presentations

- Slides from external parties?
- Are they correct dimensions?
- Are they correctly branded?

Catering

- Morning/afternoon tea
- Lunch
- Dinner
- Special dietary requirements?

Accommodation and transport

- List of who requires accommodation
- Flights
- Cab charges

Tips for hosting online events

- Keep the event as short as possible.
- For large groups and where time is short, have participants introduce themselves via the chat function.
- If your internet is 'unstable', try turning off your video to reduce the bandwidth
- Offer as much pre-work as possible before the meeting, with pre-reading and submission of discussion points to aid in discussion and collaboration.
- Nominate a facilitator to facilitate discussions, just as you would for a face-to-face meeting. Facilitation of discussion can be more difficult online; facilitators may need to call on participants to start the conversation
- Make use of the 'break out' rooms function to aid discussion.
- If you have guest speakers, develop an instruction sheet for them specifically for your meeting, this should include the basics such as how to share slides, but also how you are managing facilitation and discussion. Organise a test run for presenters before the event
- Make sure presenters are able to use their camera/mic
- Make sure they know how to 'control' the slides
- Have a Plan B if the technology stops working

Online run sheet template

Event title:

Date:

Time:

Time	Event session	On screen/audience actions required	Slide number
	Pre-event	Slide only on screen Ensure all participants are muted/videos off.	
	Introductions and Acknowledgement of Country	[Insert presenters name] on screen	
	Presentation [Insert title and name of presenter]	[Insert presenters name] on screen	
	Q&A Session Co-facilitators: [Insert names] Moderator: [Insert name]	All panel members on screen – [insert names] Allow participants to raise hand and unmute as required.	
	Final comments and wrap-up	[Insert presenters name] on screen	
	Close	[Insert presenters name] on screen	

Evaluation

You can send a survey (using an online tool such as SurveyMonkey) to seek feedback from participants.

This can be fed into the event process for continuous improvement.

Sample evaluation survey questions

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
The content was interesting and engaging					
The content broadened my knowledge of the topic					
The content is relevant to my work					
I will use knowledge gained from this event in my work					
The software worked correctly					
What time would you be most likely to attend a webinar? - Morning - Lunchtime - Late afternoon					
Any comments?					