

virtual event planning 101

- 1. Define the goal** - before getting started, make sure that you are clear on the goal: to recruit more volunteers; to celebrate an important world day, to create a relationship with your local candidate or Member of Parliament (MP)?
- 2. Choose a virtual platform** - Think about the ideal format as this will also inform your technical needs. Will you use Zoom ([meeting vs webinar](#))? Are there free browser extensions better suited for this event? How user friendly is my chosen platform? See more details on tools and platforms [below](#).
- 3. Plan, plan, plan** - create a list of tasks and assign them to group volunteers. Be sure to include a timeframe and deadlines. Consider whether it would make sense to partner with another local organization who could help with the tasks.
- 4. Budget** - what are the costs of running this event? Group leaders can make expense requests to Results Canada, but they must be pre-approved using this [form](#).
- 5. Guests** - who should be at your event in the audience? Should it be students, professionals in international development or medical professionals? Who would be the best speakers to engage the audience? Is your event appropriate to invite your local candidate or MP to speak on the importance of Canadian aid or on the current campaign? Use [our tips](#) to write to your MP.
- 6. Promote** - ask your partners, your guests and your speakers to help you in promoting your event. Make a shareable image (poster) to promote your event. Create a Facebook event and post on other social media platforms (consult [our social media tips](#)) and don't forget to tag @Resultscda so that we can help you in promoting. Write an article or a blog about your event. Contact local media and explore with them the possibility of promoting your event (use [our tips](#) on communicating powerfully).

- 7. Educate and advocate** - Make sure your event follows the Results model of educating and advocating - inform participants about Canadian aid or the current campaign, and/or ask them to take action right then and there by tweeting out at decision-makers.
- 8. Take screenshots and do some live social media** - consider having a couple of people assigned to take screenshots during the event and one person on live social media duty. Use the hashtag #Canada4Results and tag us (see our [Twitter](#), [Facebook](#) and [Instagram](#) accounts). Also tag partners, sponsors and speakers.
- 9. Say thank you** - send your guests a note thanking them for attending. Make sure to also send individual thank yous to your MPs and speakers.
- 10. Follow up** - let Results Canada know how your event went by filling out a [report!](#) Provide the list of emails you have collected so that we can make sure they receive [our news and updates](#).

some tools and platforms

At Results, **Zoom** is our platform of choice. We may be able to set up a Zoom meeting or webinar for you without the 40 minute limit, contact us at action@resultscanada.ca as early as possible.

- **Platforms for panels:** Securing interesting speakers is a big draw for virtual events.
 - **Zoom Webinar:** Panels are easier to host on a webinar because the audience cannot interrupt the speakers, they have to use the chatbox or the Q&A function to ask questions. However, the audience isn't visible, only the panelists.
 - **Zoom Meeting:** Attendees are able to see each other and have conversation in this format. Zoom meetings can include pre-assigned breakout rooms for smaller group discussion. If your panel includes a

Member of Parliament, they often prefer to see and speak to their constituents .

- **Platforms for film screenings:** These are easier to host online than in person!
 - **Larger group/ open to the public:** You can screen a film by sharing your screen in a Zoom meeting. The person sharing their screen has complete control over the viewing. Zoom links are user friendly because participants don't need to download the app.
 - **Intimate group:** there are several browser extensions that allow you to view a film simultaneously with a convenient chat panel on the side ([Teleparty](#), [Kast](#), [YouTube Party](#), etc). All participants can rewind or pause the movie. However, several of these require all participants to download the browser extension to join the session.
- **Tool for brainstorming and planning:** [Miro](#) can be used simultaneously while you talk on Zoom (or other video conferencing platform). It allows unlimited users to contribute to a whiteboard while you have a discussion (campaign, initiative, global health issue, etc).
- **Tool to instantly take action:** Use [Click to Tweet](#) to ask your attendees to take action.

Need help? Contact us at action@resultscanada.ca

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