

Virtual Event Application Package



THE UNIVERSITY OF WINNIPEG



Establish Objectives

Intentions

- › Why are you hosting this event?
- › Will your event fulfill the same purpose if it is held online?
- › What will your attendees take from this event?

Goals

- › What do you want to accomplish with your virtual event?
- › Discuss the event goals with your team.

Audience

- › Who do you want to attend your virtual event?
- › How will you reach them?
- › How many attendees do you expect to participate?

Develop Your Virtual Event Concept

Ideas and Concept

- › Planning stages (where anything is possible), walk yourself through the virtual event and write down how you envision the event.

Content

- › Virtual events are different than in person; you will not be able to keep your attendees' attention for the same length of time. Keep the event short and precise.
- › If you are hosting an online conference, consider hosting one or two hours a day over multiple days instead of eight hours in one sitting.

Research

- › Learn from others to avoid duplicating ideas or running into mistakes.
- › Look at those that came before you and let it inspire your event.
- › Consult the Events Department as to what platforms are available and will best suit your needs.
- › Be creative and don't be afraid to stand out.
- › Play with elements of sound and vision.

Plan Ahead

Date & time

- › Schedule your event date/time. Include a back-up date.
- › The university can only hold one online event at a time. Consult your coordinator to ensure we can accommodate the timing you have chosen.

Timeline

- › This is an integral part of the event planning process.
- › Lead time to set up and organize, register, pre-planning is still very important. Consult your current timeline – is there enough time to prepare the new platform.

Logistics

- › Will you have speakers? Do they have the equipment necessary to participate (internet connection, computer, camera, microphone)?
- › Delegate tasks to your team and communicate who is responsible for each task, including expectations and deadlines.

Consider Format Options

Webinar

- › Attendees simply tune in and listen to the speakers.

Live stream

- › Where will you broadcast from? Will speakers be at home or in a studio together?

Web chat

- › How will attendees communicate to one another as well as the presenters.

Panels and forums

- › Will panelists be in their own homes/spaces or will you have them in a room together?
- › How will attendees interact with panelists?

Begin Next Steps

- › Once you have determined the format, desired date, and time – fill out the online event application form and send to events@uwinnipeg.ca
- › Your coordinator will review the application and set up a time to discuss the event.
- › Once the format, date and time are confirmed, your coordinator will schedule a meeting with your team, Media Services, the Events team, and any other departments that will be involved.



Department Holding Event (please include any partners):

Contact Name:

Contact Phone:

Cell:

Email:

Event Name:

Event Date(s):

Start Time:

End Time (if applicable):

Type of Event: Zoom Webinar Pre-recorded video/lecture Online Webpage/Multipage Hybrid

Other:

(When selecting an event type, please reference our Virtual Event Planning Guidelines. If you are still unsure about the best fit for your event, the Conference & Event Services Department can discuss these options with you.)

Online Event Costs (Once the application has been filled out, we will provide an estimated cost.)

- › Online Event Set Up Fee: \$50.00/event
- › Media Services Technician Hours: \$55.00/ hr.
- › Other fees may apply, depending on complexity of the virtual event

Online Event Booking Notes

- › We suggest you submit your application form 30 days in advance of your event date. Requests made less than 21 days in advance are not guaranteed services will be available. Please note that video production will be based on availability and a formal quote provided.
- › If you are planning on hosting a webinar, please fill out the attached secondary form which will ask more detailed questions about the set up.
- › If you have an event agenda or general overview, please include it with your application form.
- › An event coordinator will contact you after receiving the application form to discuss your event. We may recommend a meeting with our department as well as Media Services to review your requirements.

Please provide your internal service provider account number (required to confirm event):

Authorized by:

Authorized Signature: