# PR3: Toolkit to organize digital events of internationalization

## Module 3: Strategies to boost participants' interaction during an online event

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# WHAT IS ALL ABOUT?

- In following slides we will present you **5 key points** that will help you gathering the attention of public in online meetings
- Keeping public interested is a crucial point for every online event, because it determines its effectiveness
- If you follow these advices you will boost the impact your business has on people in the meeting

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# Module 3: Contents

- Some always valid golden rules
- Create meeting rooms for successful online collaboration
- Plan online brainstorming and note taking
- Keep energy up!
- SWOT analysis: online and offline events

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# SOME ALWAYS VALID GOLDEN RULES

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1. Organizing generic meetings without well-defined and shared purposes, risks being a waste of time for everyone. It’s necessary to establish an objective which must be achieved during the meeting

2. Address the participants calmly. Ask if everything fits their needs, what they've liked so far, and what inputs they're specifically waiting for

3. Establish an informal, friendly and relaxed atmosphere, helps participants talk to each other and overcome psychological barriers

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After talking about the theoretical aspect, it is very important to integrate the explanation with practical examples/exercises so that you can better understand the concept: this allows the group to exchange and reflect on some ideas

- Another way to be clear during a meeting is to help explain the concept with presentations, so that the audience/client can also follow what you are saying
- Presentations also help the audience to better understand the topic

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Talk for five minutes and give theoretical input, then explain the topic from a practical point of view: this prevents the brain from going into "stand-by" mode

- We must try to create an active and stimulating atmosphere in which participants can stay focused. This is the most important point: only few people are able to effectively follow a 20-minute presentation → It is important to analyze the planned event and optimize it from the listener's point of view

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# CREATE MEETING ROOMS FOR SUCCESSFUL ONLINE COLLABORATION

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## DEFINITION

- **Virtual meeting room**: unique identifier that allows the meeting organizer to invite attendees from disparate geographical locations to collaborate in real time over the Internet.
- It is also known as a virtual meeting space

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# ONLINE MEETING

## WHAT IS IT USED FOR?

- Meeting rooms are especially important for businesses that are growing and need to start coordinating their efforts internally
- They may be also used to lead client meetings, training sessions, interviews, board meetings or conference calls

They provide a focused setting for collaboration

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# Why do you need a virtual meeting room?

- A virtual meeting room in your team's online workspace helps you to achieve real-time communication and build community
- It also lets your team coordinate on important projects, clients or tasks

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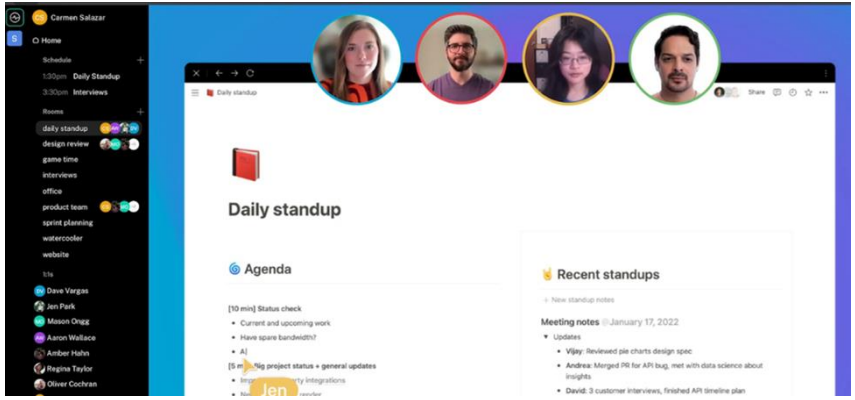
# switchboard




Switchboard is a browser-based collaboration platform that lets users collaborate on documents and apps inside a virtual room without having to share their screens

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## Pricing:

Switchboard is currently free with all features included. It plans to introduce pricing tiers in mid-2023 but there will always be a free option

## Best for:

Highly collaborative small remote or hybrid companies looking for a comprehensive and team-oriented solution to traditional video conferencing tools

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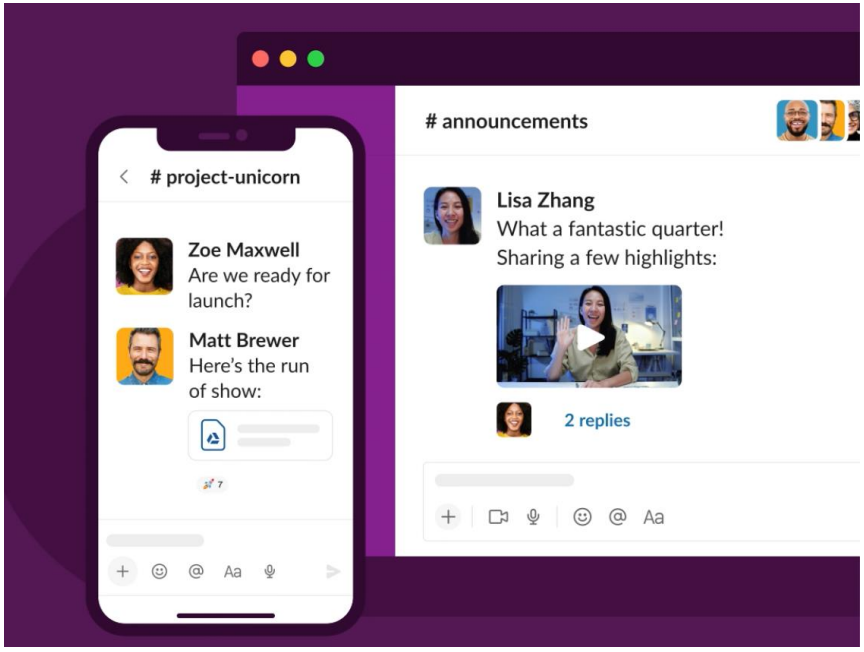
# Slack

Slack is a team messaging app and virtual meeting room tool that lets remote teams connect through live messaging channels

You can also easily share files and join video conferencing huddles very quickly

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## Pricing:

- **Free** to start
- **Standard**: $6.67/month per user
- **Plus**: $12.50/month per user
- **Enterprise**: customised price

## Best for:

- Asynchronous work
- Instant messaging
- Individual conversations

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# ZOOM

Zoom is a well-known video conferencing and virtual meeting room tool.
It’s great for teams that want a quick way to join a 1:1, team, or company-wide virtual meeting.

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## Pricing:

- **Free** for start
- **Pro**: $14.99/month per host
- **Business**: $19.99/month per host

## Best for:

- Online educational events
- Webinars
- Single-presenter information sharing
- Top-down meetings hosted by team leaders

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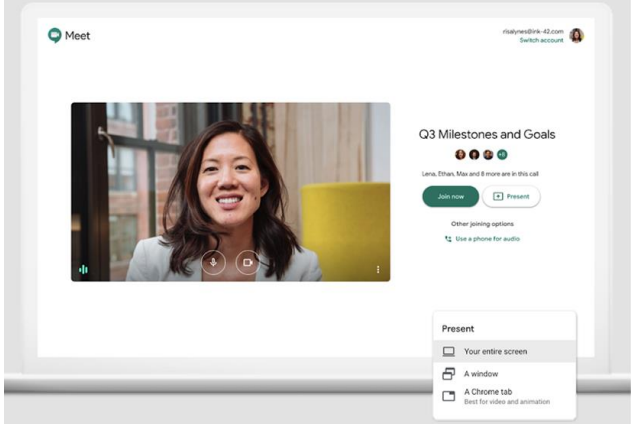
# Google Meet

Google Meet is an accessible virtual meeting room software that lives in your Google Workspace. It lets teams connect through high-quality video, audio conferencing and live chat

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## Pricing:

- **Free** to use with access to premium features when you sign up for the Google Workspace.
- **Business Starter**: $6/month per user
- **Business Standard**: $12/month per user
- **Business Plus**: $18/month per user
- **Enterprise**: customised price

## Best for:

- Team hangouts
- Check-ins
- Meetings

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# CREATE SURVEYS AND LIVE POLLS

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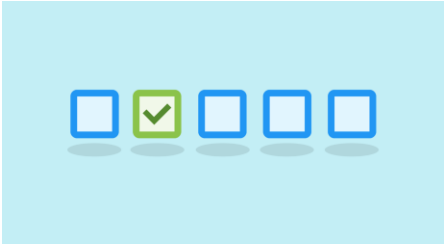

**Break the monotony** with live polls and surveys and show off your results during a meeting.

Beyond being a fun activity to keep your attendees engaged, polls and surveys can serve as a **decision-making tool** in virtual meetings, were attendees can vote on follow-up actions and next steps

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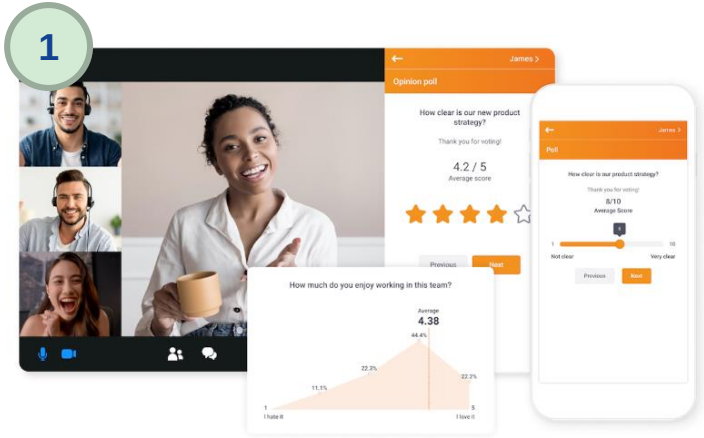
There are various types of **live polls**:

1. **Multiple-choice surveys:** useful for breaking the ice and making collective decision;
2. **Rating surveys:** 3 different rating scales: icon, numeric to capture instant feedback



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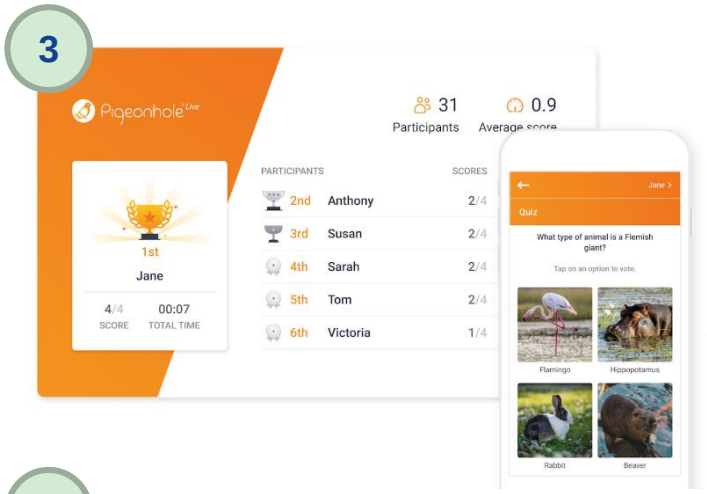
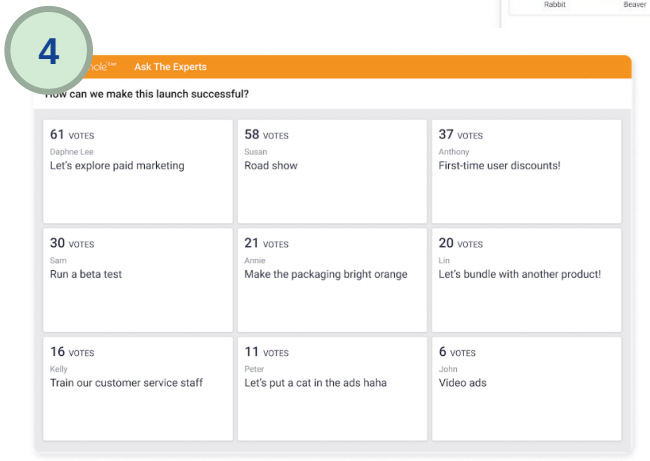
**3. Quizzes:** introduce games and healthy competition into your meetings;
**4. Open-ended polls:** ask participants to submit free-form text responses to vote

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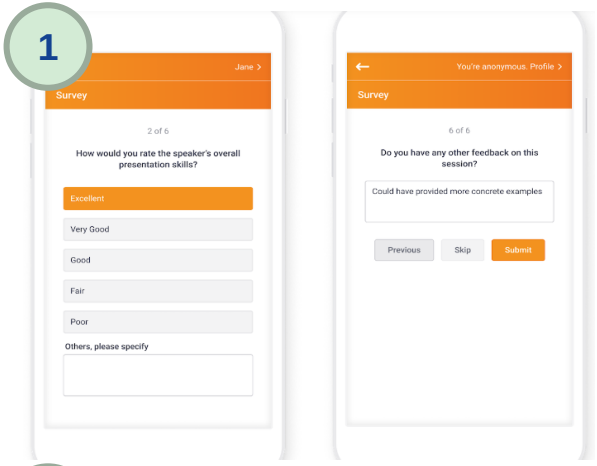
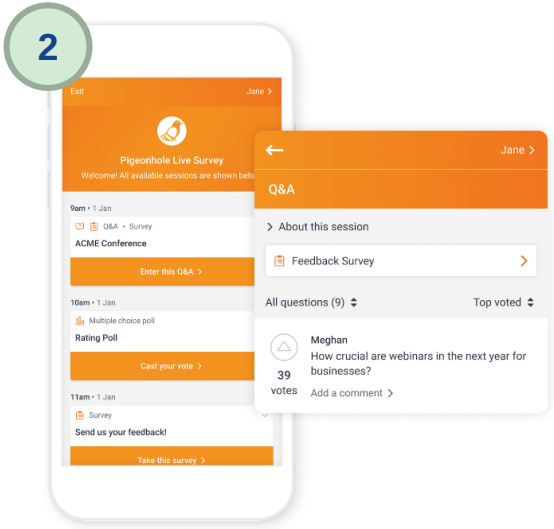
And various types of **normal surveys**:

1. Flexible questions option: multiple choice or open-ended;
2. Get your polls noticed easily;

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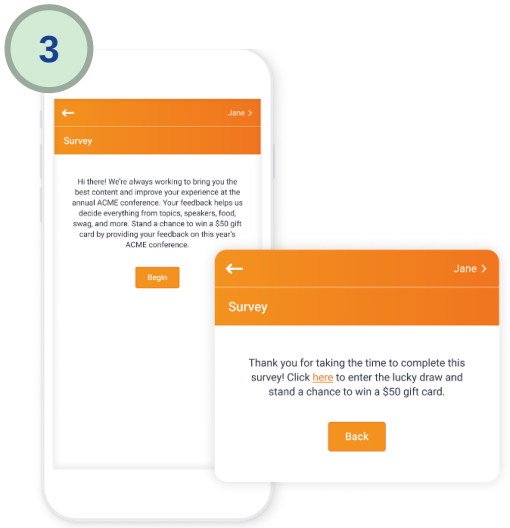
**3.** Add context and clarity;

**4.** Analyze responses with instant summaries



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# PLAN ONLINE BRAINSTORMING AND NOTE TAKING

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Actively soliciting ideas, brainstorming and getting people to collaborate is a surefire way to keep meetings **interactive**.

There are **various apps** on which you can conduct brainstorming:

IdeaBoardz

miro

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# Miro

You can do every form of brainstorming session and design with this app.

You can interact remotely with participants, discuss ideas freely with video conferencing tools

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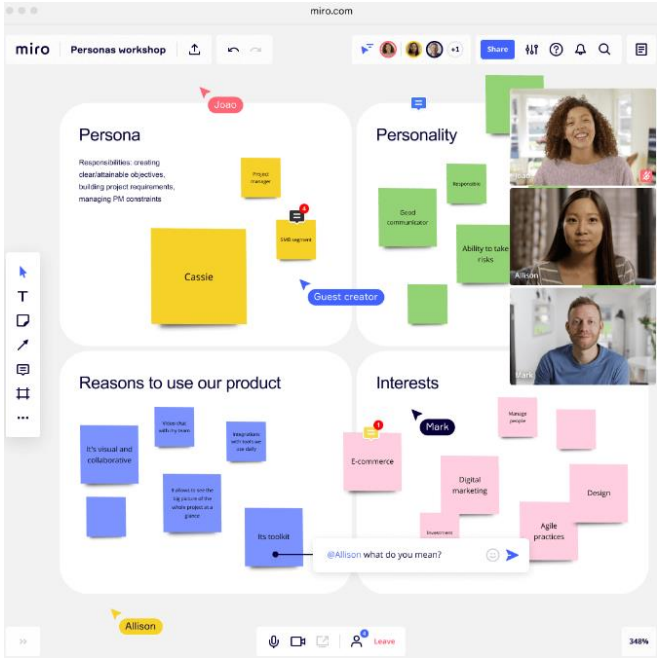


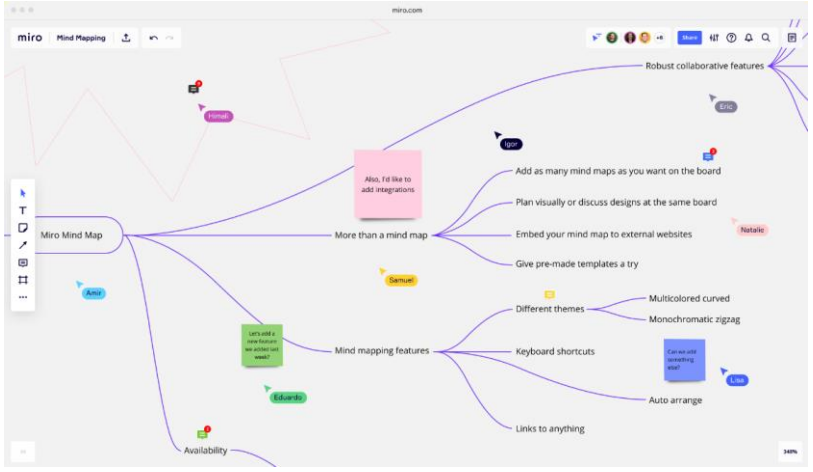




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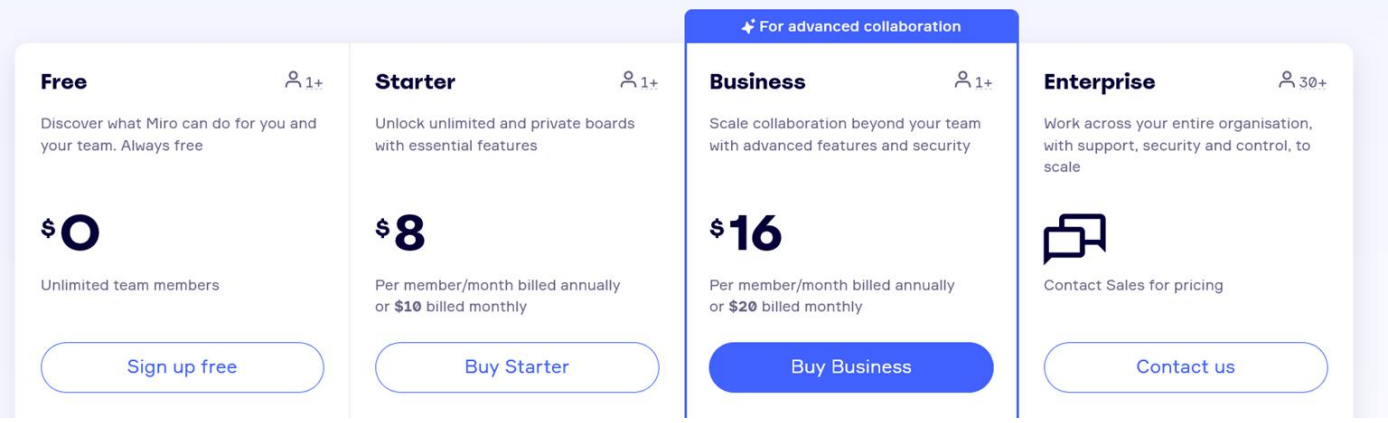
It also allows to sign up with **Slack**, **Google** and **Microsoft**.
They have a free tier but it's more a demo tier than an actual useful service (it only allows **3 whiteboards**).

The other tiers costs **$8/mo** and **$16/mo**.
There's also an Enterprise tier but you need to contact Miro in order to know the price

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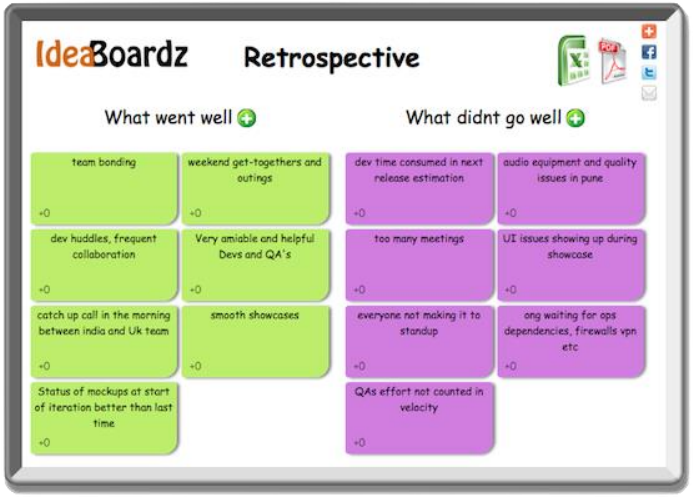
# IdeaBoardz

- Team collaboration tool
- It allows teams to collecte brainstorm, gather inputs, reflect and retrospect
- It is useful for teams that are located in different parts of the world.
- It is also handy for teams to collect inputs over some days in order to discuss them later

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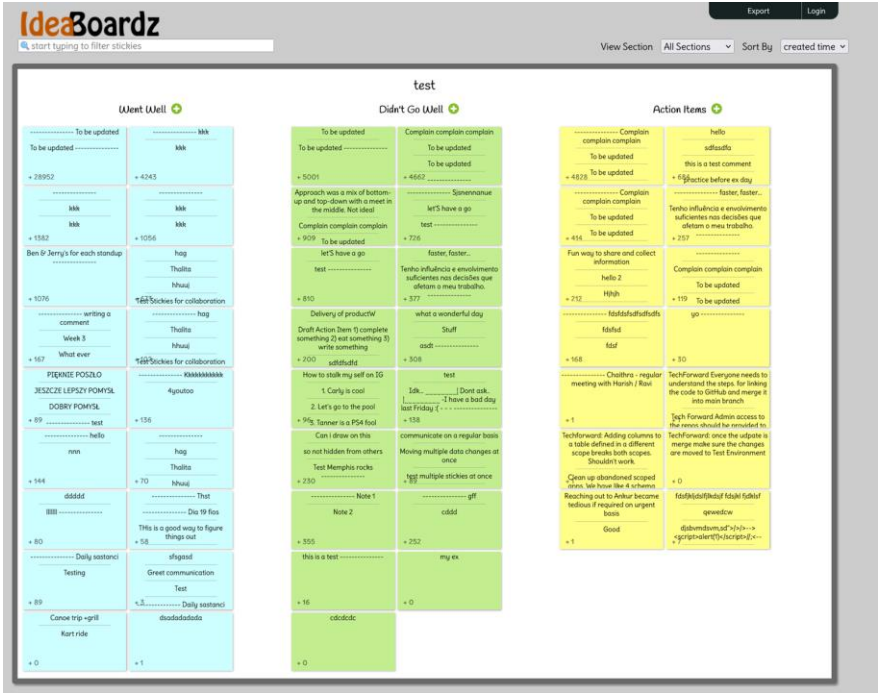
## Why people use it?

- Most teams use IdeaBoardz to conduct Project Retrospective meetings.
- We know of teams who have used it for other types of brainstorming exercises like six thinking hats, pros-cons, risks-opportunities. We ourselves are using it to gather feedback and new ideas for IdeaBoardz

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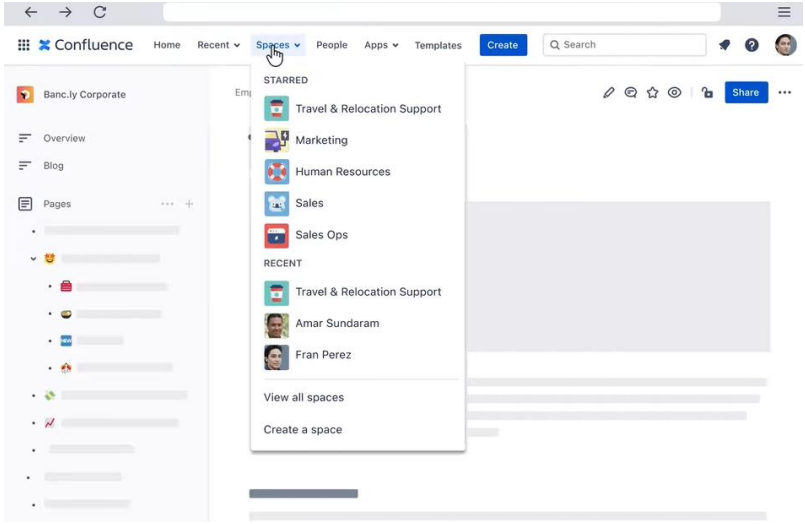
# Confluence

Your company-wide knowledge hub that empowers all teams to drive smarter and faster decisions

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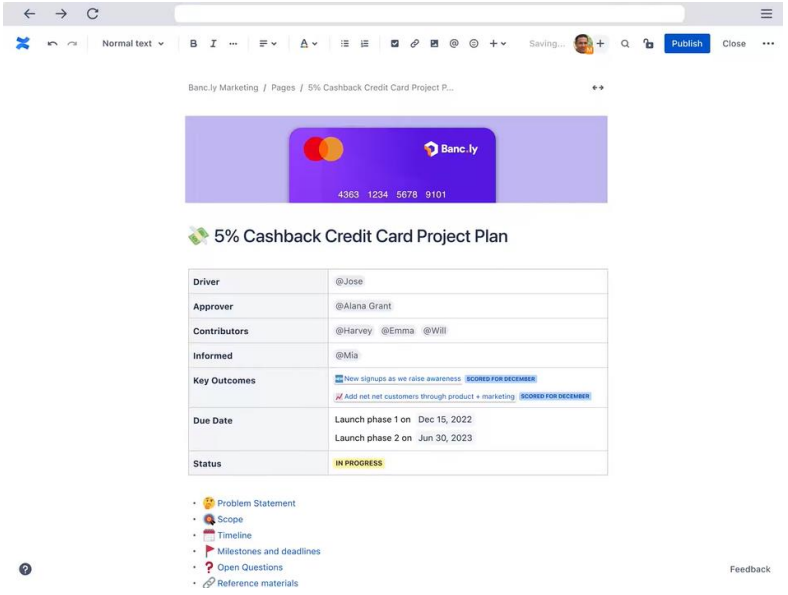


- You can organize everything in **one space** (company policies, projects, …)
- Project plans can also be connected to status updates to keep everyone up to speed
- Teams can collaborate with comments, mentions, notifications and co-editing.

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# KEEP ENERGY UP!

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Gamification techniques are a good way to incorporate two-way communication, increase participation and promote active listening in meetings and can be extremely easy to implement

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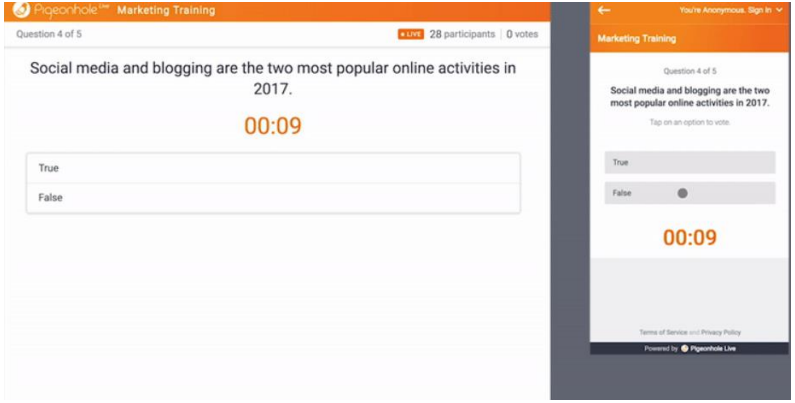


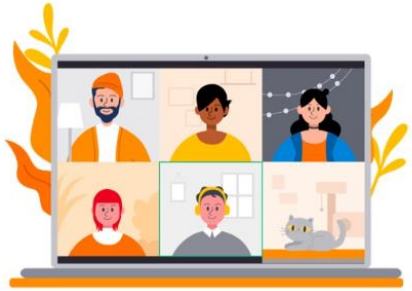

## Some ideas:

- Collect key quotes from attendees throughout the meeting and conduct a «who said it?» quiz at the end;
- Enter a few misspelled or misused words and phrases and get people to list them

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# An example of Gamification: slido

**WHAT IS IT?**

- Slido is Q&A and polling platform for meetings and events.
- It allows meeting and event organizers to crowdsource top questions to drive meaningful conversations, engage participants with live polls and capture valuable event data.

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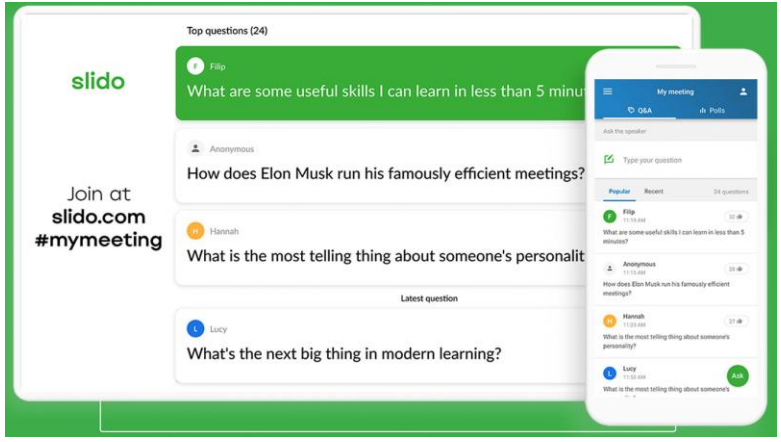


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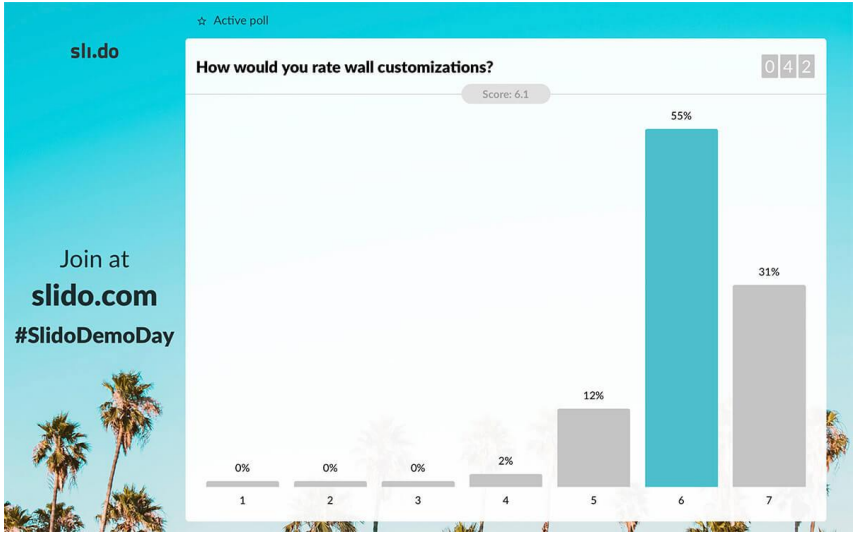
## FEATURES:

- Audience questions
- Live pools & Ideas
- Quizzes
- Event analytics




## PRICING:

- **Basic**: free
- **Engage**: $12.5/month
- **Professional**: $50/month
- **Enterprise**: $150/month

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# SWOT ANALYSIS:
# ONLINE AND OFFLINE EVENTS

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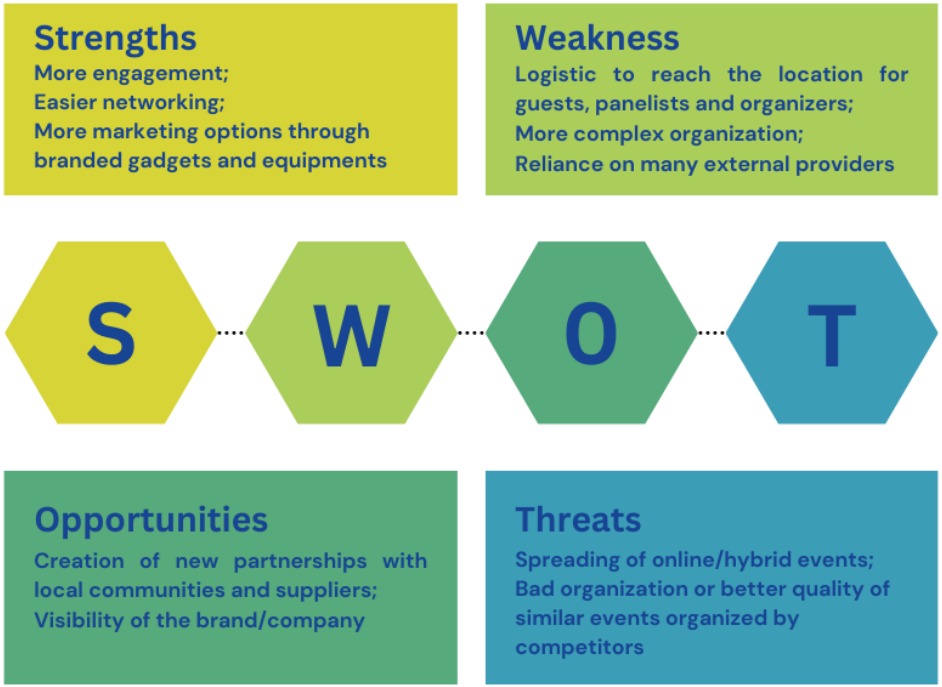
# OFFLINE EVENTS

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# ONLINE EVENTS

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# BENEFITS OF ONLINE EVENTS

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# NOW IT'S YOUR TURN!

## Check what you have learned

Click **here** and answer this short questionnaire to check your knowledge!

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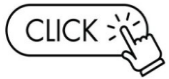
# General Evaluation Questionnaire

If you have gone through all the modules, please fill in following general evaluation questionnaire



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# Thank you!

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