



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



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



SOME ALWAYS VALID GOLDEN RULES

- 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





CREATE MEETING ROOMS FOR SUCCESSFUL ONLINE COLLABORATION

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





**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

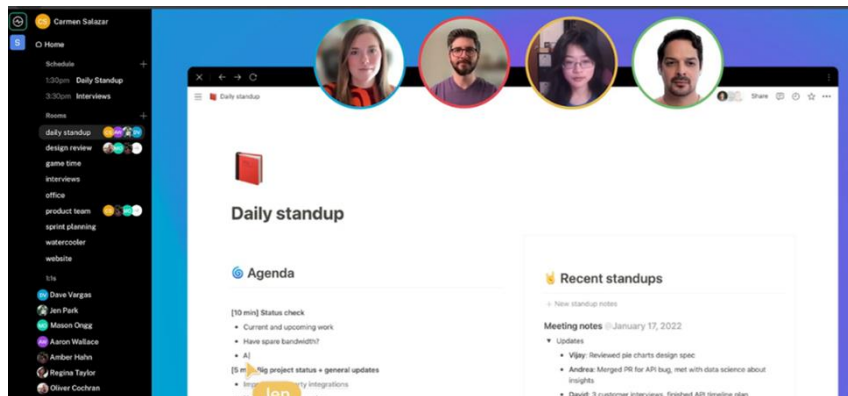


They provide a focused setting for collaboration

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





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

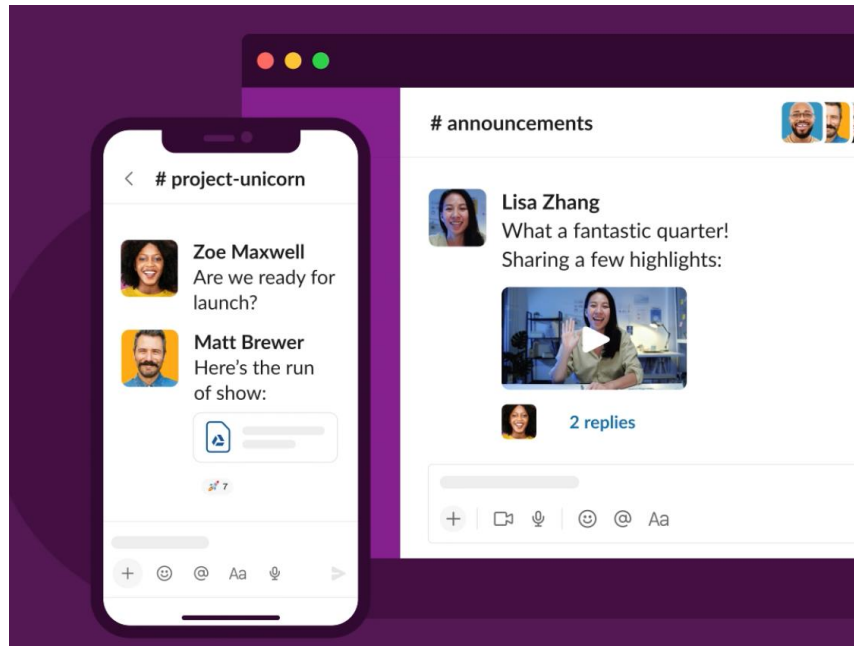


Slack



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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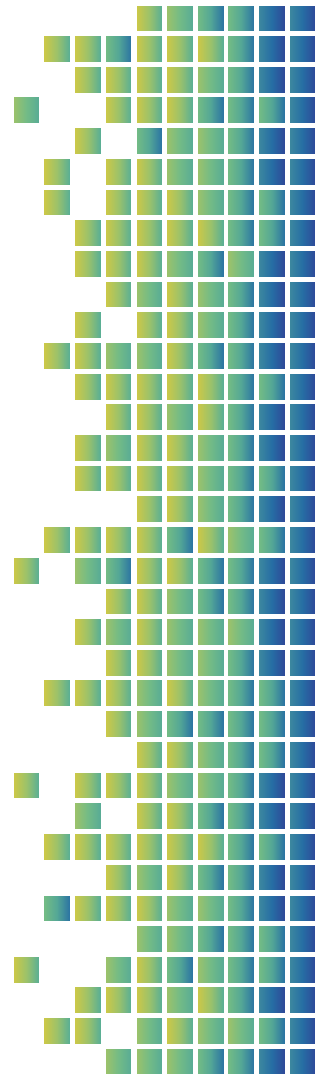


Pricing:

- **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





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.

Pricing:

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

Best for:

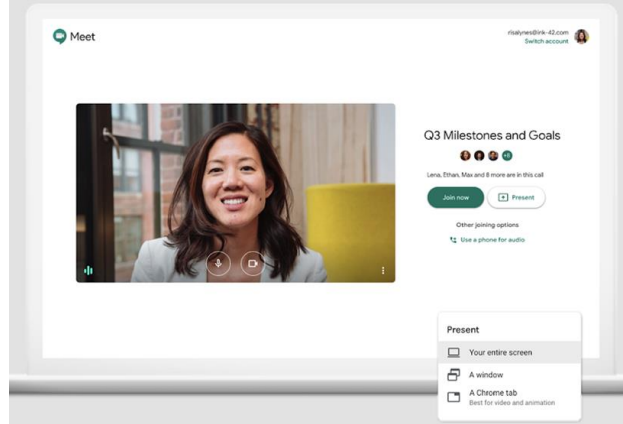
- Online educational events
- Webinars
- Single-presenter information sharing
- Top-down meetings hosted by team leaders



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





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



CREATE SURVEYS AND LIVE POLLS



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

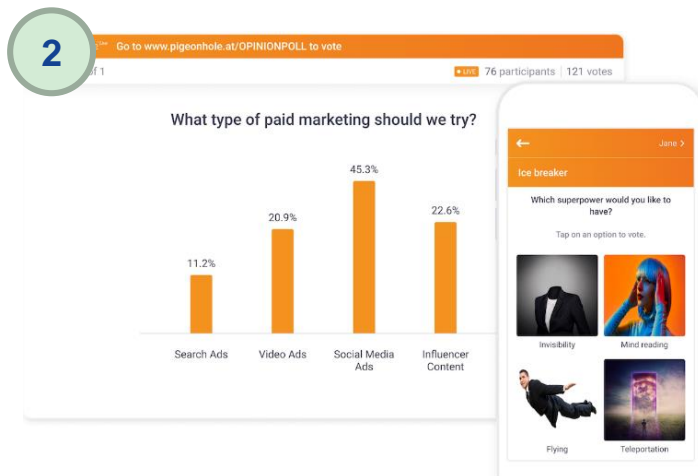
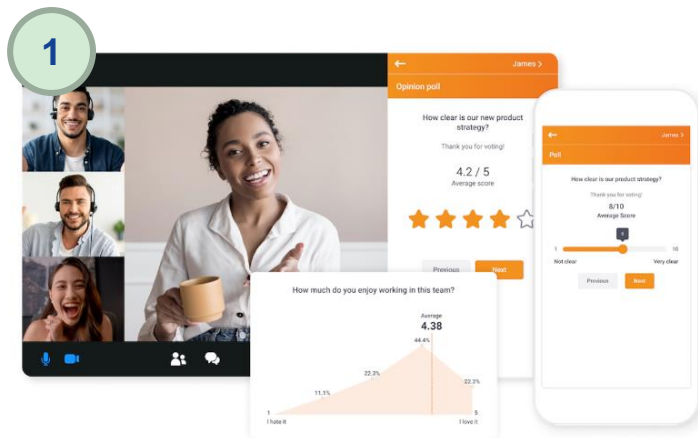
Beyond being a fun activity to keep your attendees engaged, polls and surveys can serve as a **decision-making tool** in virtual meetings, where attendees can vote on follow-up actions and next steps



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

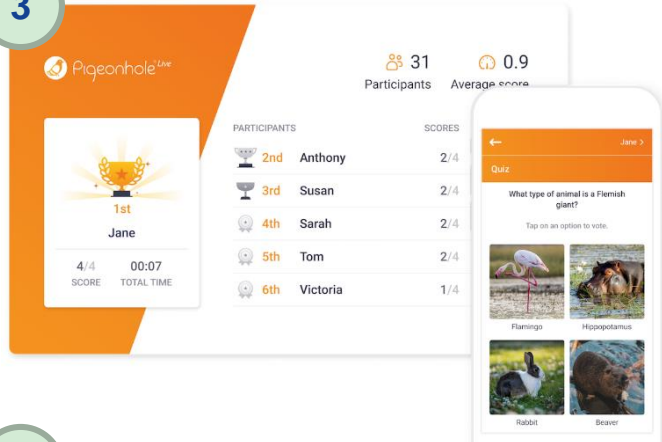
1. **Multiple-choice surveys:** useful for breaking the ice and making collective decision;
2. **Rating surveys:** 3 different rating scales: icon, numeric to capture instant feedback



3. Quizzes: introduce games and healthy competition into your meetings;

4. Open-ended polls: ask participants to submit free-form text responses to vote

3

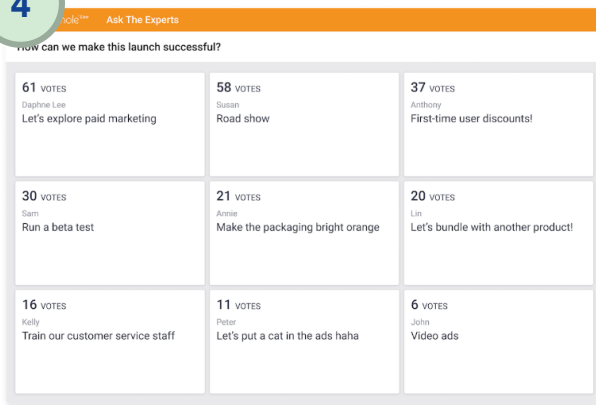


The interface shows a quiz titled "Pigeonhole Live" with 31 participants and an average score of 0.9. A leaderboard lists participants and their scores:

Rank	Participant	Score
1st	Jane	2/4
2nd	Anthony	2/4
3rd	Susan	2/4
4th	Sarah	2/4
5th	Tom	2/4
6th	Victoria	1/4

The quiz question is: "What type of animal is a Flemish giant?" with four options: Flamingo, Hippopotamus, Rabbit, and Beaver. The correct answer is Hippopotamus.

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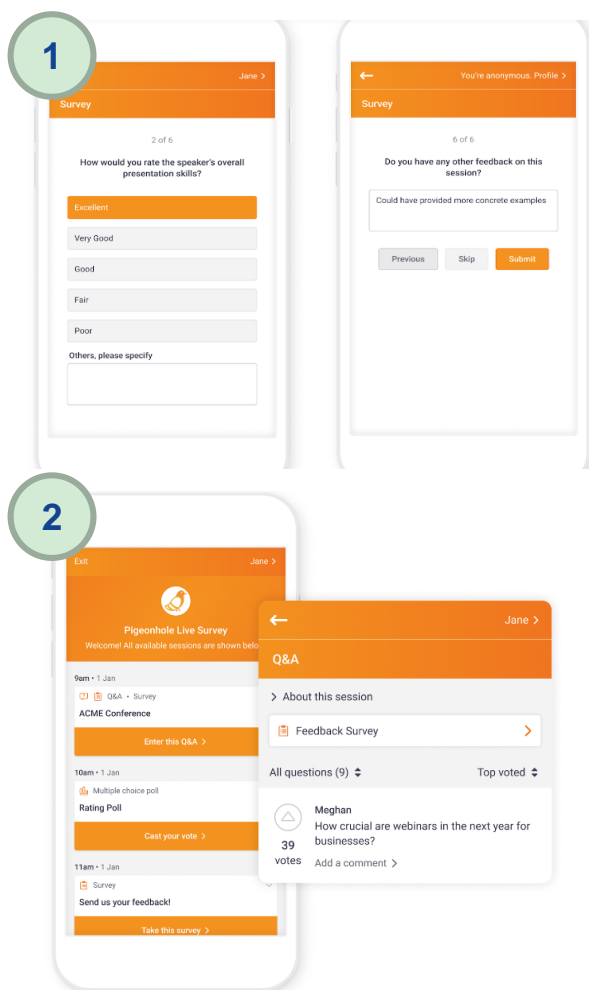


The interface shows an "Ask The Experts" poll titled "How can we make this launch successful?". The poll results are as follows:

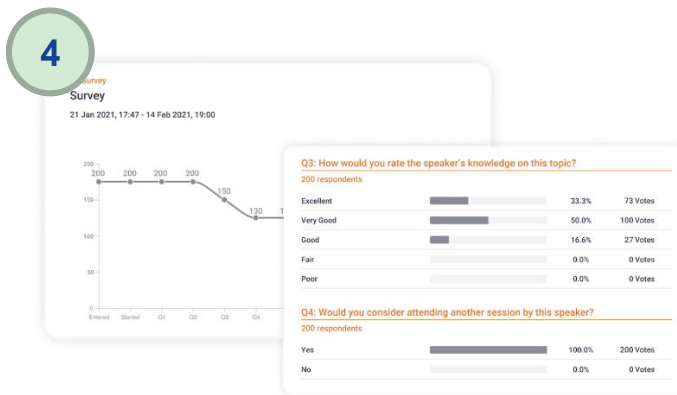
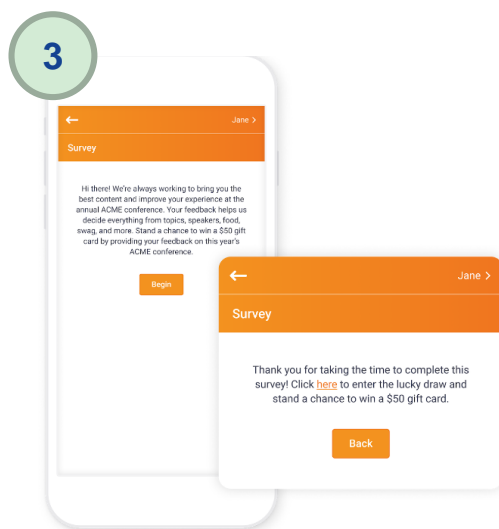
Response	Votes
Let's explore paid marketing	61 VOTES
Road show	58 VOTES
First-time user discounts!	37 VOTES
Run a beta test	30 VOTES
Make the packaging bright orange	21 VOTES
Let's bundle with another product!	20 VOTES
Train our customer service staff	16 VOTES
Let's put a cat in the ads haha	11 VOTES
Video ads	6 VOTES

And various types of **normal surveys**:

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



3. Add context and clarity;
4. Analyze responses with instant summaries





PLAN ONLINE BRAINSTORMING AND NOTE TAKING



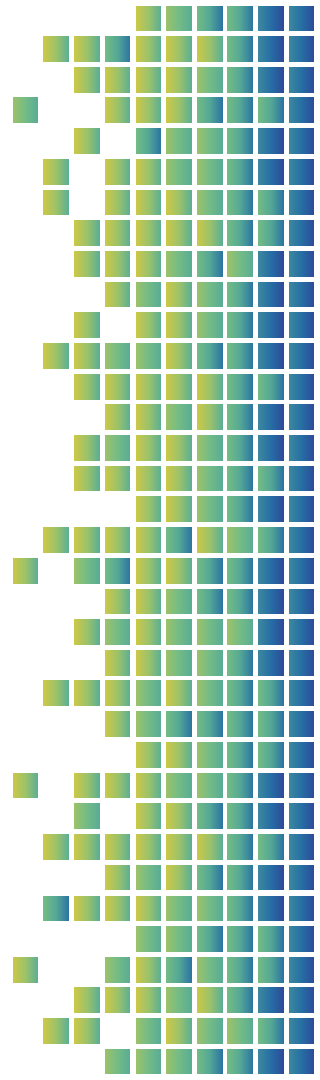
Actively soliciting ideas, brainstorming and getting people to collaborate is a surefire way to keep meetings **interactive**.

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

IdeaBoardz



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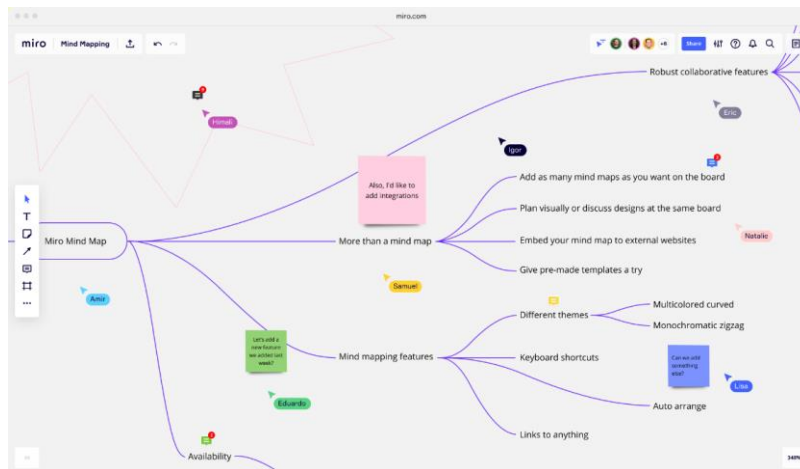
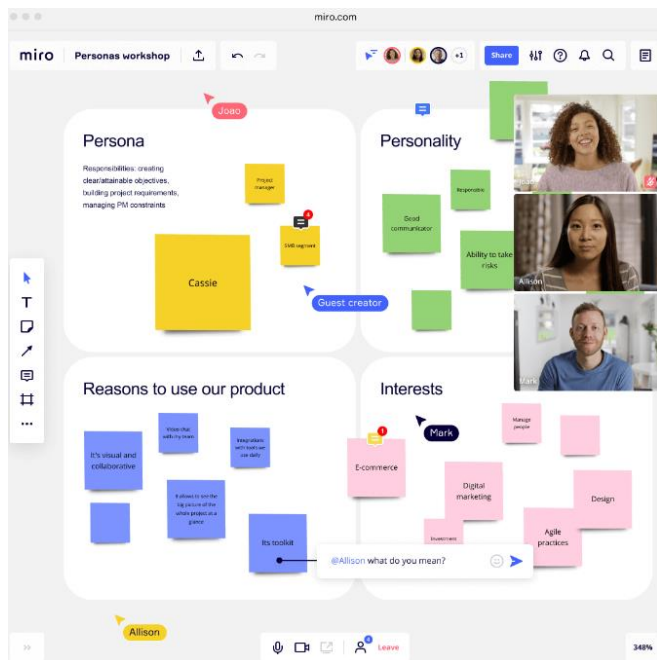


Miro

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







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

A screenshot of the Miro pricing page showing four tiers: Free, Starter, Business, and Enterprise. The Business tier is highlighted with a blue border and a blue header. The Enterprise tier includes a contact icon and a 'Contact Sales for pricing' button.

Free	Starter	Business	Enterprise
Discover what Miro can do for you and your team. Always free	Unlock unlimited and private boards with essential features	Scale collaboration beyond your team with advanced features and security	Work across your entire organisation, with support, security and control, to scale
\$0	\$8	\$16	Contact Sales for pricing
Unlimited team members	Per member/month billed annually or \$10 billed monthly	Per member/month billed annually or \$20 billed monthly	Contact Sales for pricing
Sign up free	Buy Starter	Buy Business	Contact us



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IdeaBoardz

- Team collaboration tool
- It allows teams to collect 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

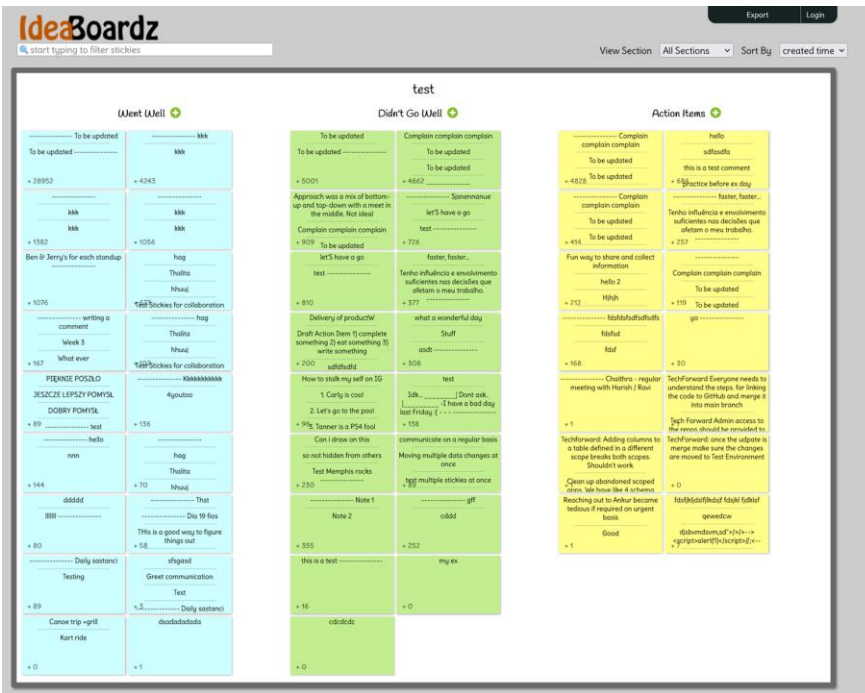


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Why people use it?

- 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



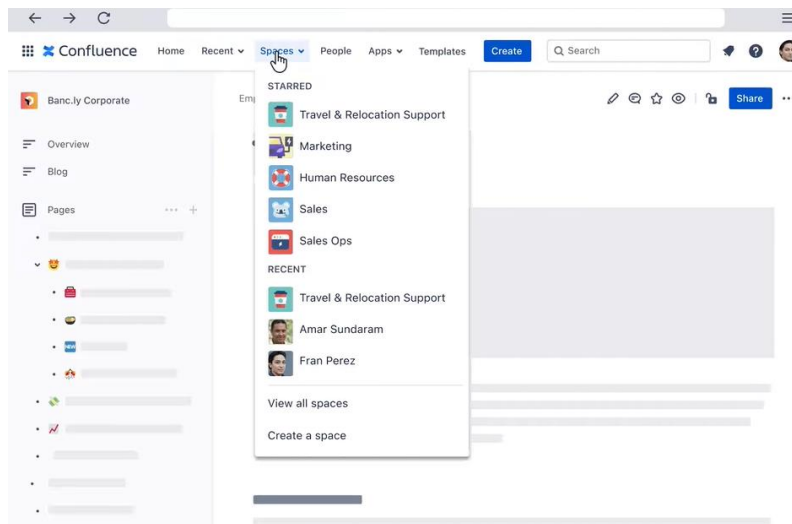


Confluence

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

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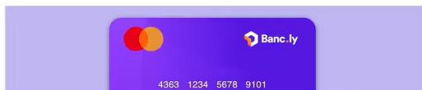
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Banc.ly Marketing / Pages / 5% Cashback Credit Card Project P...



5% Cashback Credit Card Project Plan

Driver	@Jose
Approver	@Alana Grant
Contributors	@Harvey @Emma @Will
Informed	@Mia
Key Outcomes	<p>New signups as we raise awareness SCORED FOR DECEMBER</p> <p>Add net net customers through product + marketing SCORED FOR DECEMBER</p>
Due Date	<p>Launch phase 1 on Dec 15, 2022</p> <p>Launch phase 2 on Jun 30, 2023</p>
Status	IN PROGRESS

- Problem Statement
- Scope
- Timeline
- Milestones and deadlines
- Open Questions
- Reference materials

Feedback

- 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.



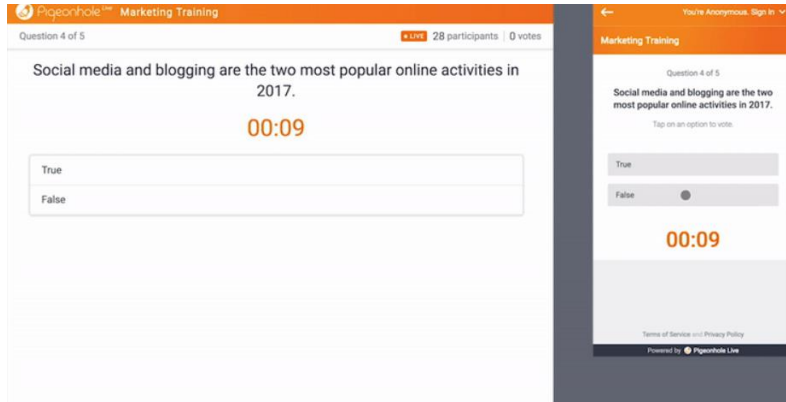
KEEP ENERGY UP!



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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





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

An example of Gamification:

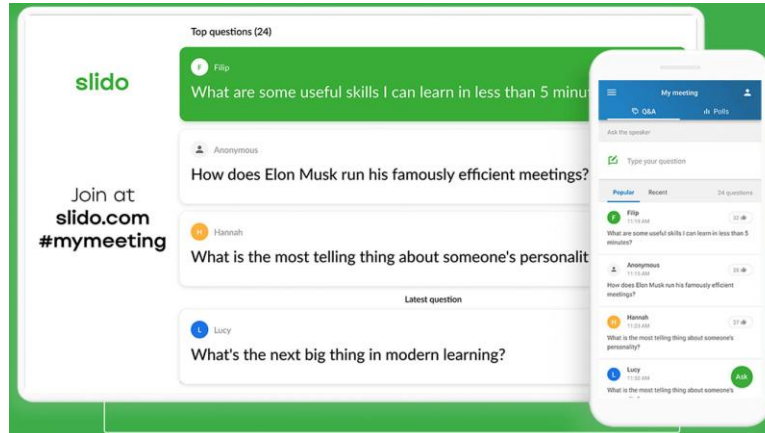


WHAT IS IT?

- 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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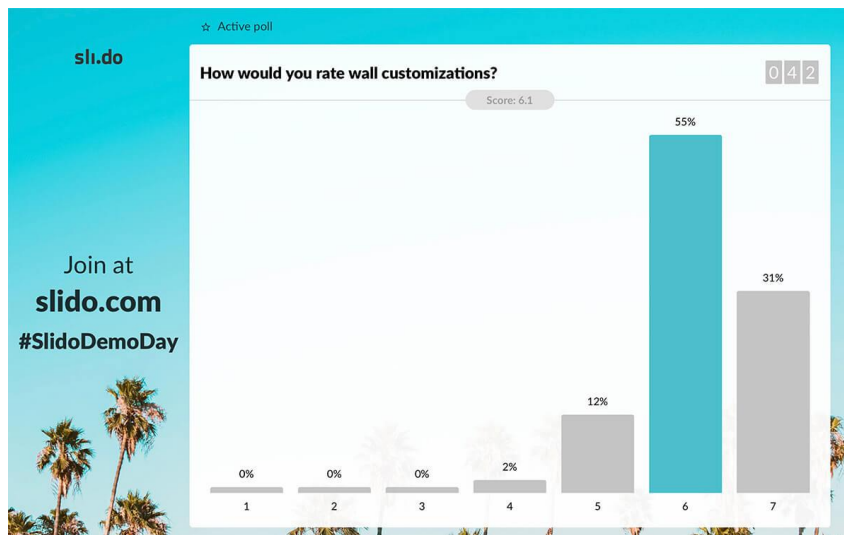


FEATURES:

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

PRICING:

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





SWOT ANALYSIS: ONLINE AND OFFLINE EVENTS

OFFLINE EVENTS

Strengths

More engagement;
Easier networking;
More marketing options through
branded gadgets and equipments

Weakness

Logistic to reach the location for
guests, panelists and organizers;
More complex organization;
Reliance on many external providers

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Opportunities

Creation of new partnerships with
local communities and suppliers;
Visibility of the brand/company

Threats

Spreading of online/hybrid events;
Bad organization or better quality of
similar events organized by
competitors

ONLINE EVENTS

Strengths

Easier organization;
Easier involvement of a larger audience;
Lower costs

Weakness

Lower engagement of the audience;
Larger probability of no-show and withdrawal;
Difficulty in diversifying activities

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Opportunities

Involvement of a bigger and more diversified audience;
Ease in collecting data and improved analysis

Threats

Possible difficulty in keeping up with new platforms and technologies;
Reduction of interest due to low quality or missing options in the platform

BENEFITS OF ONLINE EVENTS



NOW IT'S YOUR TURN!

Check what you have learned



Click [here](#) and answer this short questionnaire to check your knowledge!

General Evaluation Questionnaire

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





Thank you!



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AUSSENHANDEL UND VERKEHR, BREMEN



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