



GAPABA EVENT PLANNING CHECKLIST: VIRTUAL EVENTS

4 – 5 WEEKS: DETERMINE DATE/TIME, SPEAKERS, THEMES, TOPICS

- DETERMINE DATE/TIME, SPEAKERS, THEMES, TOPICS and notify COMMS**
- Style of Zoom Event**: Decide if you want a **WEBINAR** style v. **MEETING** style of Zoom
 - **WEBINAR**: Only speakers are visible. Need to provide individual Zoom links to speakers in advance.
 - **MEETING** style is more interactive, but possibly disruptive. Not ideal for events with > 50 attendees
- Designate **Moderator** for any live Q&A or how you want to do this

3 – 4 WEEKS: MARKETING PLAN

- Obtain bios/headshots, finalize date/time, send to Comms
- COMMS DESIGNS FLYER: Turnaround time for FLYER and approval: 2-4 days; Comms team will create Website event page
- FIRST** E-blast/social media starts ideally 3 weeks in advance: FB, LinkedIn, IG
- Broadcasting/Recording**: Confirm consent to have the Zoom recorded and broadcast live on our GAPABA FB page? We will also do some post-production on the recording, and will then later post that on our Youtube page

2 – 3 WEEKS: BRAINSTORMING RUN OF SHOW/PRESENTATION

- Brainstorm your materials, presentation, and **TIMING** for Run of Show. Provide ideas to Comms team if you need assistance with carrying out your ideas
- If you have your Powerpoint or Videos, please provide to Comms to disseminate
- Format: **BREAKOUT SESSIONS? VIDEO SKITS? ZOOM POLLING?** Talk to Comms
- Comms to create Zoom Link and send out with reminders at 2 weeks

1 – 2 WEEKS:

- Comms to send Zoom Link/Reminders 1 week, day before and day of to attendees. Keep Comms advised of any last minute changes/additional speakers, additional topics, etc. if Flyer needs to be updated
- Do you need a branded **Zoom background or POLLING QUESTIONS?** Please request at least 3 days in advance
- Post-Zoom catch up/debrief**: Do you want a 15-30 minute Zoom debrief? This is for speakers to high-5 the successes, review any issues, or suggest future improvements. Comms can send a separate post-event Zoom link.



3 – 5 DAYS BEFORE:

- Technical Run-Through:** Set up ZOOM technical practice with speakers within 1 week of event. Ideally should be at least 3-5 days before, to work out any issues, together with at least 1 Comms person. Technical support is in background assisting to make sure the Zoom runs smoothly (letting folks in from waiting room, muting/disabling video in case of noise/visual disruptions, monitoring technical issues, watching timing)
- Finalize **Run-of-Show for TIMING:** Work out any issues, and to understand program flow. NOTE: Always begin with intro about GAPABA/committee; End with plugging GAPABA/next event, thanking speakers/volunteers

DAY OF ZOOM EVENT:

- Zoom link will go live 1 hour to 30 min in advance of event for speakers. Comms to set up livestream.
- Post-event Debrief Zoom (if you're having one)

2 – 4 DAYS AFTER EVENT:

- Post-event survey:** What do you want to include? We will be starting up a trial post-event SurveyMonkey to get feedback on all GAPABA events this year. Get feedback from attendees to rate event -- successes, and what can be improved
- Obtain testimonials from participants/speakers for GAPABA marketing