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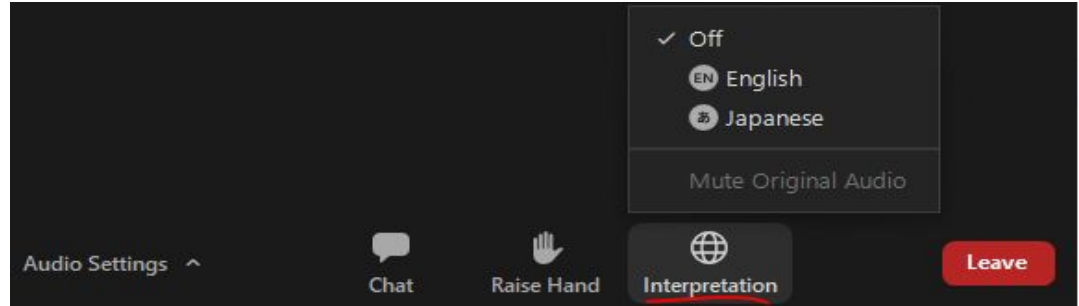
Designing Engaging Online Events

25 March 2023

We will start shortly

Brief Introduction

- Interpretation check



- Put name and organization representing and either an E (for English) or an F (French) at the end of your name
- Now please write in the chat what country you are from

More Introduction

- Please keep your mic off when not talking
- We invite you to keep your video on if possible but totally OK to keep it off or turn it off from time to time
- We will take a photo so if you do not want to be in the photo please turn your camera off at that time

Getting to know one another

- My name is Rainer Gude
- Can you guess where I'm from? Write in the chat
- We will now briefly throw you into small “chit chat” groups just to get to know each other for a few minutes
- I know language may be a barrier, but you can help each other and that is part of the fun
- Please share your name, country, organization and what you are looking forward to in today's session

Vague Session Plan

- CONCEPT.
- DESIGN.
- STRUCTURE.
- DELIVERY.

How to make the best of today's session?

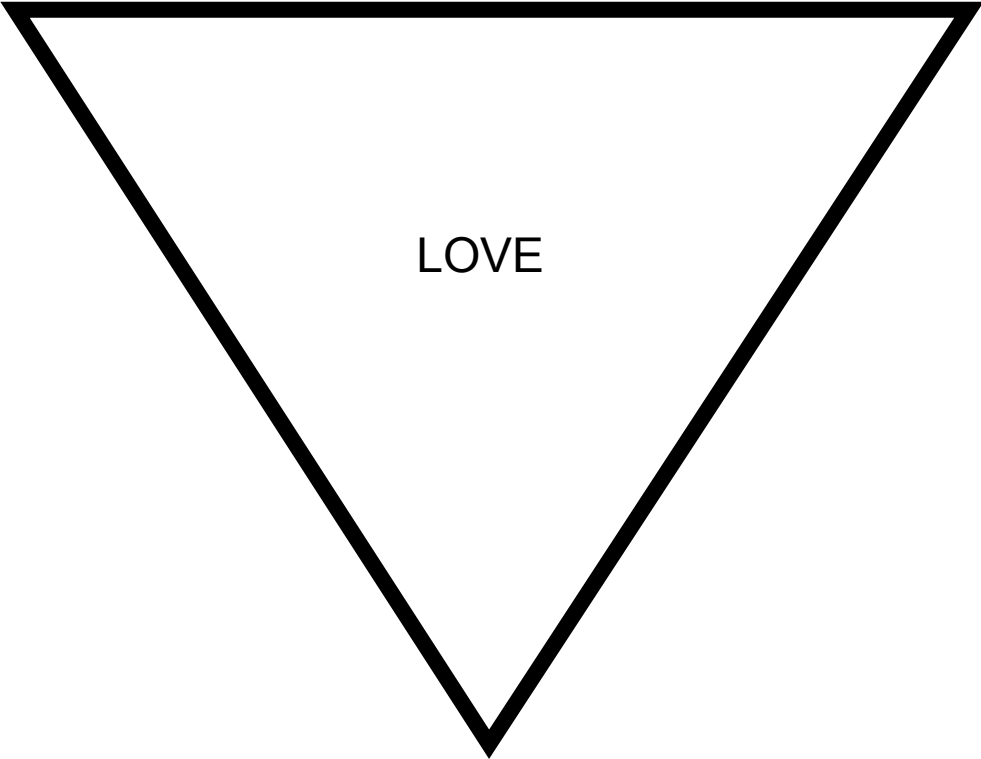
- Get a pen and paper
- Think of a concrete workshop or meeting you have to organize (better if real, but if not, imagine one)
- Follow each step to prepare your own meeting
- Aim to have a draft or a rough idea at the conclusion of today's session

CONCEPT

PURPOSE



PEOPLE



PROCESS DESIGN

People

- **PEOPLE:**

- Who are the participants, age, education, culture, gender, work position, history, experience, hopes, frustrations, etc?

- **What is the experiential aim?**

- *This is the experience and mood you want the group to have.*

- **How to love them? What is love for them?**

People

- Q. Who are the participants?
 - **How will they show up? What is their situation / context?**
 - What is their history / experience of the content and the process?
- Q. Who are the stakeholders?
 - The client's client!
- Q. Who cares about this need and this purpose?
- **Q. Who is impacted?**
- Q. Who must be there? The level of diversity.
 - Should be there? Could be there? Like to be there?
- Q. Who will decide and act on the results?
- **Q. Do the participants have the capacity to achieve the results?**
 - Q. What do we expect of the participants after the event? Ideally? Realistically?
 - Etc.

Purpose

- **PURPOSE:**

- Why is this event needed? What's the issue or opportunity?

- **What is the practical aim?**

- *This is the product, output, learning objectives, tangible thing you want to achieve.*

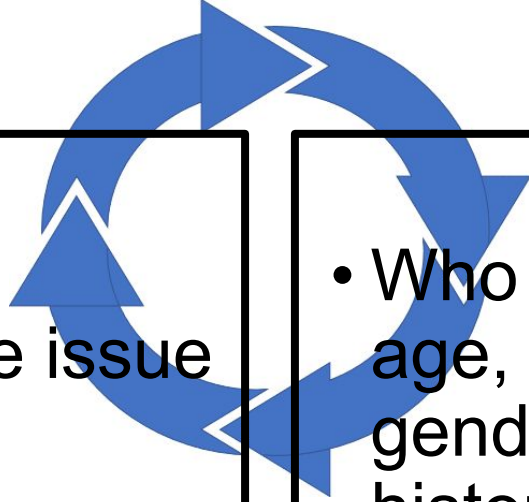
- **How to love concretely, and help others do so as well?**

Purpose

- Q. What is the reason to do this work? What is the need?
- Q. What is the purpose, outcome, aim, achievement?
- **Q. Why now? What's the history and larger story/system?**
- Q. Let's say we achieve whatever you want, and then what happens?
- Q. What will the results look like?
- **Q. How will we know if we have achieved what we wanted?**
 - How do we assess/measure/evaluate?
- Q. How will the results be used?
 - And by who and how?
 - What is the post-event plan?
 - **What is the sustainability of results?**
- Q. Concerns? Doubts? Fears? Cynicism?
- Etc.

PURPOSE

- Why is this event needed? What's the issue or opportunity?
- **What is the practical aim?**
 - *This is the product, output, tangible thing you want to achieve.*



PEOPLE

- Who are the participants, age, education, culture, gender, work position, history, etc?
- **What is the experiential aim?**
 - *This is the experience and mood you want the group to have.*

How is this landing?

- Are there any questions of clarity?
- Go into breakout groups by language
- Briefly introduce yourselves and your organization
- Please share what has struck you so far
- Share any examples of online meetings where you saw what was mentioned working or not

DESIGN

Onsite vs Online

- Draw two columns on your paper
- Write 3-5 things typical of Onsite events and 3-5 things typical of Online events
- Find some common points and what differentiates them
- Take 1 minute on your own

Onsite vs Online

ONSITE:

- We often just turn up and do all the work onsite in-person.
 - This is not always efficient or effective.
- Our assumption is that we have 8 hours and their full attention!
 - Participants are trapped and can not multi-task.
- **THEY COME TO US!**

ONLINE:

- We can **NOT** spend **8 hours online**.
- **Q. How can we use the limited online session time for maximum value?**
- **The value of being together online is for the interaction.**
- It is not for information sharing, which can be done through videos, blogs, newsletters, etc.
 - *No secondary benefits compared to onsite – travel, food, informal networking, etc.*
- Participants are often in contexts that do not invite a single focus.
- **WE GO TO THEM!**

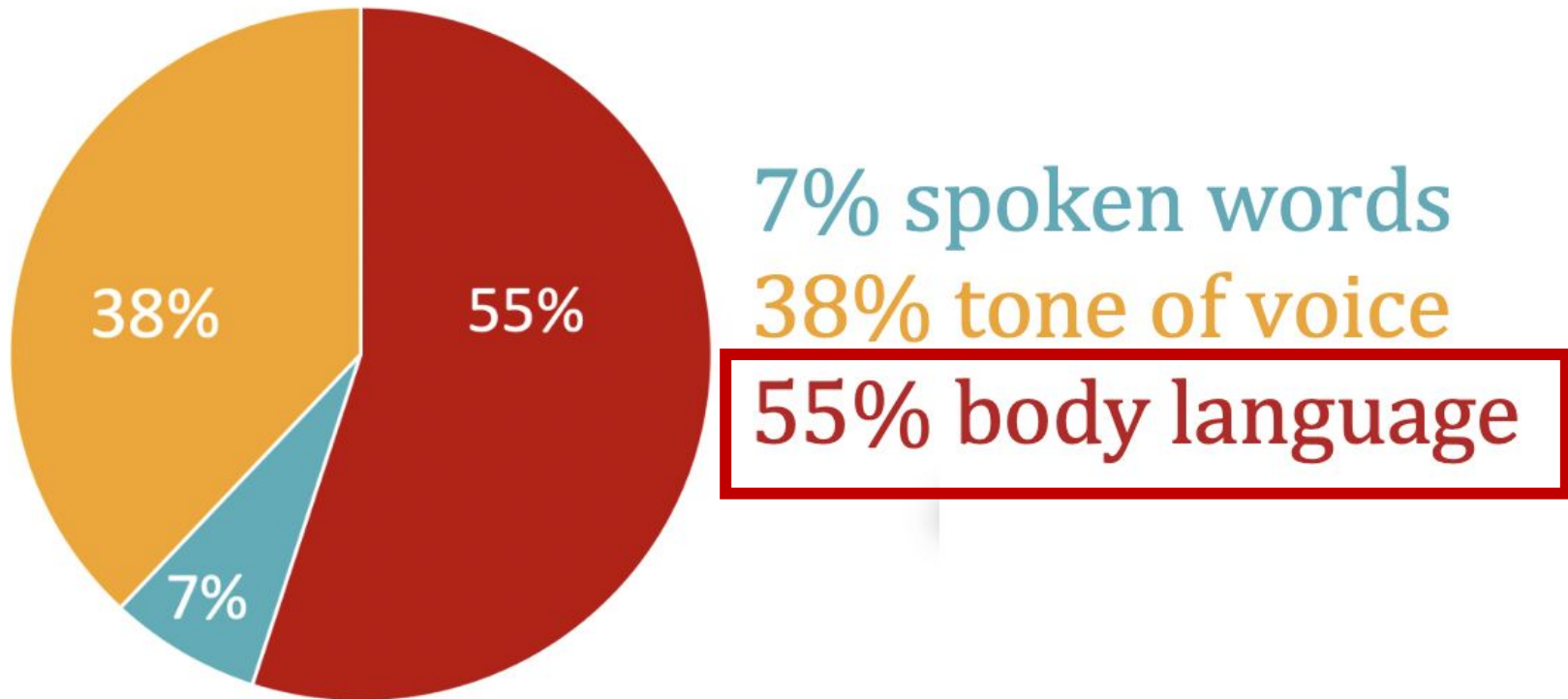
Question

- We will now do a poll
- It will come up on your screen
- Communication can be divided into: spoken word, tone of voice, and body language
- What percentage of communication is body language?
- Poll!

Communication

Dr Albert Mehrabian's 7-38-55% Communication Rule

Elements of Personal Communication



Online Differences

- A lot of non-verbal communication is lost online.
 - That supports us make sense of what is *happening*...
- ...*happening* at the **individual** level.
- ...*happening* at the **group** level (conversation).
- ...*happening* at the **task** level.
- ...*happening* at the **environmental** level (the space).

Give More & Clear Direction / Guidance

- **Whole Group:**

- Invite each person to speak by announcing ‘now and next’.
 - Or put a list of names in the chat.
 - Or use the raise hand function.

- Do NOT expect people to remember any instructions.
 - Put them in the chat.
 - Or have them in a separate google doc that is always available.

Online Differences

- The brain works even harder to make sense of the limited information that is available.
 - This can make online engagement feel intense and tiring.
- And then we can add:
 - Screens freezing, audio missing, tech problems, learning new software, no-video participants, etc.

Key Point

- **REPLICATE AN ONSITE EVENT ONLINE.**



- That's always the first choice and seems the easiest choice.
- But the conditions have fundamentally changed!
- So what we think is easy becomes very difficult.

- **REDESIGN BASED ON PRINCIPLES.**



- Analyse what you used to do onsite.
- Ask yourself what is the principle underneath it.
- Redesign it for online using the underlying principles.

Example

- **Onsite arrival experience.**
 - Coffee, light music, networking.
 - **Principle:** informal warm welcoming relational trust-building container.
- **Online arrival experience.**
 - Open room early. Music playing. An activity.
 - Breakout rooms for participants to mingle / ‘wonder.me’.
 - Once a few people arrive, introduce them to each other, make connections, and send them into a breakout room.
 - First 10min:
 - Breakout discussion in 3s, intros, what is your interest in the event.
 - Type something in the chat.
 - Place yourself on a world map or country map.
 - Use a tool or a poll to discover more about who is in the room.

Trust

- It's the many small things that also build trust.
- **Discovering the whole person in all their contexts!**
 - What time-zone are you in?
 - What's the weather like where you are?
 - What's the corona situation?
 - Take some pictures of your surroundings and share.
 - Use informal space – have lunch together!
 - What's the last thing that made you smile?

Engagement Through Modality Change

- **Change your modality about every 15 minutes!**

- Talking, videos, online tools, small groups, etc.
- Diversity of participant engagement – listening, talking, typing, etc.
- Presenting – training – facilitating – activities.
- Increase participant involvement for engagement.

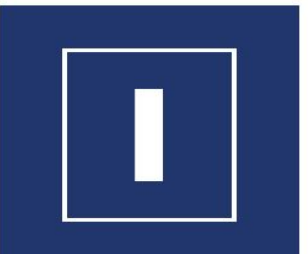
Small Groups In Breakout Rooms

- **Self-managing with clear guidance.**
 - 2 – intimate.
 - 3,4,5 – diverse.
 - Clear guidance means define roles such as host, facilitator, note-taker, reporter, etc if needed.
- **Needs a facilitator to manage participation, and a structured design.**
 - 6, 7, 8.
- **Over 8 starts to become too big for active participation.**
 - Most people will sit back and listen.
- **The type of task x the number of participants = TIME.**
 - Discussion goes slower online because group dynamics are different.
 - SADLY:
 - We often put lots of people in a small group,
 - With no facilitator and no designed structure,
 - For not enough time,
 - And call it participation!

STRUCTURE

Engage Different Learning Styles

- Invite connections to physical space and the body.
 - Use a piece of paper, walk and think, etc.
- Feeling connected to each other becomes more important.
 - Make space for getting to know each other.
 - Create the relational group feeling / container.
- The online bias supports auditory skills, and discriminates visual and kinaesthetic skills.
 - Use the chat / slides to make information visual.
 - Give people time to think!



OBJECTIVE

Getting the Facts
Sensory Impressions
Information

REFLECTIVE

Personal Reactions
Associations
Emotions
Images

INTERPRETIVE

Meaning
Values
Significance
Purpose
Implications

DECISIONAL

Resolution
Action
Future Direction
Next Steps

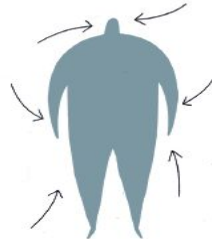
WHAT?

WHAT?

SO WHAT?


NOW WHAT?

SENSES



The facts.
See, hear, taste,
feel and smell.

HEART




Emotions and feelings
stir; associations are
made, memories rise to
the surface.

HEAD



Make conscious
connections, thoughts
and ideas form.

ACTION



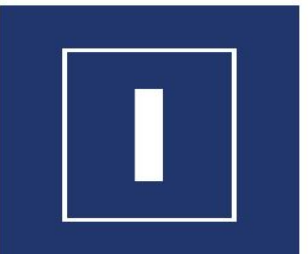
Consider actions,
decisions, choices,
what to do,
how to respond,
how to relate.

Example ORID Design

- **Objective data level:**
 - **05-10min:**
 - Speaker.
- **Reflective reaction level:**
 - **10min:**
 - In 3s Discussing and digesting what they heard.
- X2
- **Interpretative sensemaking level:**
 - **20min:**
 - In 5s Discuss how this is relevant for my work and how I could apply it.
 - **20min:**
 - In Whole Group Share key points from discussions.
- **Decisional action level:**
 - **10min:**
 - Share individual next steps, collective next steps, how to stay involved, etc.

Practice ORID

- Take your paper and pen
- Think of what you have learned so far using the ORID Structure:
 - **What** have you seen, done - OBJECTIVE?
 - **What** has it made you feel - REFLEXIVE?
 - **So What** do you think about all this – INTERPRETIVE?
 - **Now What** will you do with this (what next) – DECISIONAL?



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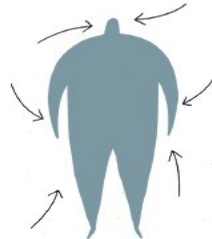
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DELIVERY

Choosing Digital Tools = Choosing & Designing The Venue!

PARTICIPANTS:

- What is their skill level?
- Bandwidth?
- Phone or laptop?

FACILITATORS:

- What is your skill level?
- Bandwidth?
- Level of tool fluency must be more than the participants.

PROCESS / PLATFORM / TOOLS:

- As simple as the task demands.
 - No touch, less touch, more touch.
- Single or multiple sessions?
 - Learning curve / time.
- Bandwidth?
- Phone or laptop?
- Free? Organisational restrictions?

A process host is the facilitator of the event, at the front guiding participants through the event.

PROCESS
HOST

A people host, if needed, supports specific individual needs for tech support, or other needs. They might also spot participants who need support, including emotional. They can also play a safe-guarding and security role in case of inappropriate behaviour, e.g. friendly space policy.

ONLINE
EVENT
ROLES

A tech host manages the technical aspects of the event, such as letting people into the event, managing breakout rooms, slides, other technical tools.

TECH
HOST

PEOPLE
HOST



Roles

- **Process Host:**
 - A process host is the facilitator of the event, at the front guiding participants through the event.
- **Tech Host:**
 - A tech host manages the technical aspects of the event, such as letting people into the event, managing breakout rooms, slides, other technical tools.
- **People Host:**
 - A people host, if needed, supports specific individual needs for tech support, or other needs. They might also spot participants who need support, including emotional. They can also play a safe-guarding and security role in case of inappropriate behaviour, e.g. friendly space policy.

- **Output Host:**
 - A output host, if needed, manages all the information produced from the chat, google docs, or other tools that might need to be re-used during the event or after the event.
- **NOTE:**
 - Each role might need more than one person depending on the event.

The Script

- **Create a detailed script of your event.**
 - What is each step, who does it, when, etc.
 - Especially for the tech side of the event.
- **This is essential because:**
 - Usually there are two or more people involved in running the event.
 - Usually the event team is not physically in the same place to quickly discuss something.
 - It can be harder to change something online if a mistake is made.
 - If one team member drops out because of internet problems, another team member can check the script and act.
 - Use another channel and device as a team backchannel.

ON

Videos – on/off?

OFF

- Nice to see everyone, especially in breakout rooms.
- Increases personal connection and the social contract.
- Increases trusting atmosphere.

SUGGESTION:

- Be clear about when you expect videos on and off.
- Give participants criteria to choose themselves.
- Use videos on and off as a tool.

- Has a strange levelling effect when they are off because we are all just a voice!
- Facilitator starts talking to who they can see and excludes video off participants.
- Participant does not want to share their background / privacy.
 - Could use virtual backgrounds.
- Bandwidth issues.
- Screen 'space' issues.

Conclusion

- Take a minute
- Ask yourself what struck you most?
- What are you taking home with you?
- What questions do I still have?
- Write the questions in the chat
- Go back to break out groups to share on these questions

Thank you and next steps

- This was the first of three workshops
- We will send the invitation and registration for the next ones soon
- The next workshops will allow you to work on and get feedback on the meetings you are preparing AND will start using/learning online tools like Miro and Trello

Homework

- For next time bring a detailed script and plan for your online meeting (real or imaginary)
- We will work on it small groups to get feedback
- THANK YOU, MERCI, GRAZIE, OBRIGADO, GRACIAS