VIRTUALIZING PROGRAMS
an introduction

Free Center
Richard / Zoë / Katherine

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Edward C. and Ann T. Roberts Foundation

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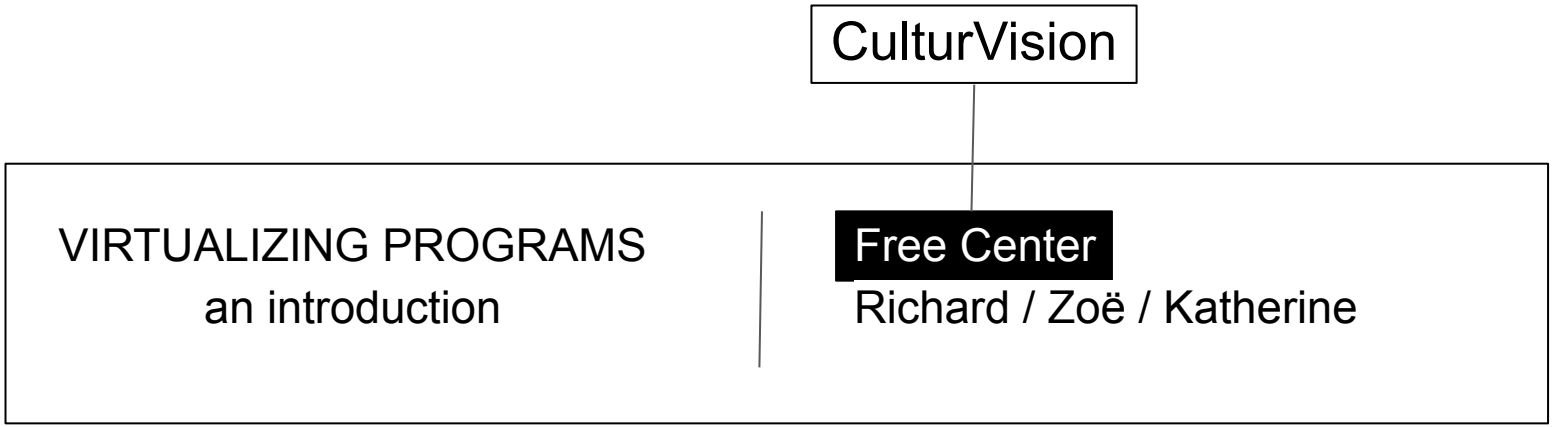
CulturVision
VIRTUALIZING PROGRAMS
an introduction
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VIRTUALIZING PROGRAMS

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Please stay muted for the presentation

Add questions in Chat and we'll do our best to answer them

Need help in Zoom? Ask in the chat!

What do we mean by virtualization?

What do we mean by virtualization?

This is virtual reality.

What do we mean by virtualization?

> We simply mean: the use of digital technology + platforms to execute and/or enhance an event or intended action.
>
> That’s it.

Email Signature

Social Media Accounts

Website

We bet you've been Virtualizing all along.

Google Meet

YouTube Account

E-Blasts

Why Virtualize?

Integrate for Success

Why Virtualize?	Existing Conditions

The Double Pandemic

- ⇨ Health + safety risks
- ⇨ Economic implications
- ⇨ Issues of equity

Why Virtualize?	Emerging Conditions

Toward a New Normal

⇨ Increased expectation of remote work and interactions

Why Virtualize?	Created Conditions

Identifying long-term opportunities
beyond the challenges of the pandemic,
Creating an ideal environment for our work

- ⇨ Increased accessibility
- ⇨ Broader audience reach
- ⇨ New avenues for monetization
- ⇨ Renewed interest in innovation

What are we virtualizing, exactly?

Admin / Development

- Meetings/convenings
- Fundraisers
- Team/Staff functions

Programming / Events

- Performances
- Exhibitions
- Classes

Guest Presenter

Renee Reid

A Staff UX Design Researcher at LinkedIn with over 20 years of professional experience in roles including Project Management, Customer Experience, Sales and User Experience.

Strategizing Virtual Events

Previously recorded live
BUILDING & MANAGING YOUR LINKEDIN PROFILE GEMS
What will your digital Thumbprint look like?
Research, Research, Research
Network | Networth
Alphonso Jordan
Randall
Renee Reid
OUR HOST
RENEE REID
Nice to meet you!
Renee Reid
Staff UX Design Researcher

Renee’s Overview

Plan

Consider goals, size and type of audience, and duration

Participation

How do you want people to engage with you and your event before, during, and after?

Platforms Used

Zoom, Hopin, Facebook live, Instagram Live

Envision your virtual experience

The Free Center Method

1. Set Goals

What do you need to get from the effort?
A new audience?
If revenue, how much?
If awareness, from whom and what sort?

Be specific and bold!

2. Frame a Vision

Imagine how people will experience key parts of your event. Don't worry about tech— focus on the emotion conveyed.

Think freely!

3. List Touchpoints

Make a thorough list of every encounter with your audience. Each step should support the goals and vision in some way.

Details, details!

Plan your virtual experience

The Free Center Method

4. Map Touchpoints

Set a spreadsheet of touchpoints and assess what tools you already use that can serve your needs. Tech is just a tool.

Use tools in new ways!

5. Resources!

Know your budget and what you need for return on investment. Allocate resources where they truly benefit your plan.

Don’t overdo it!

6. Deep Breath

We are getting close to having seen it all. Success is about content and access… not whizbang. The more complex, the more risk.

Imagination/anticipation!

Prototype your virtual experience

The Free Center Method

Everything should be made
as simple as possible,
But not simpler.

Prototype your virtual experience

The Free Center Method

Even simple solutions benefit from a test phase. Seriously—test it all!

Test connections, timing, logins, equipment, run of show

Pick your tech tools

All of the tools we've reviewed have pros and cons. If you follow the previous steps, you'll be able to determine the best tool for your program.

Not every program will benefit from the same tech tools.

Run through the process with each program.

Our Top Considerations

Features
Does the tech meet my integration needs?

Cost
Is it turnkey but expensive?
Do you need it all?

Latency + Compression
How in-sync is the audio?
How clear is the image?
Which is more important?

Event Management
How does the tech integrate with registration? One-stop-shop or DIY?

Support & Reliability
Is it stable? Can you get support when you need it? Dependent on:

Tech-Ready (you + guests)
More features require more know-how. How tech-savvy have you and your audience become?

Free Center’s Tech Recommendations

Drum roll, please… after this disclaimer:

It’s really about YOU not us.

⇨ Trust the process we outlined.

Our picks may not be your picks.

⇨ Wow! There’s so much out there now—

with new platforms every day. Vet, check reviews, TEST ← this!

⇨ Tech is only human.

Like a live performance or exhibition or neighborhood convening, or anything with a ton of variables—stuff happens.

These preferences do not come with a warranty.

Remember this slide?

What are we virtualizing, exactly?

Admin / Development

- Meetings/convenings
- Fundraisers
- Staff functions (think: CRM)

Programming / Events

- Performances
- Exhibitions
- Classes

First,
quick recommendations
on this:

Admin / Development

- Meetings/convenings
- Fundraisers
- Staff functions (think: CRM)

Then,
a look beneath the hood
on this:

Programming / Events

- Performances
- Exhibitions
- Classes

Free Center Picks

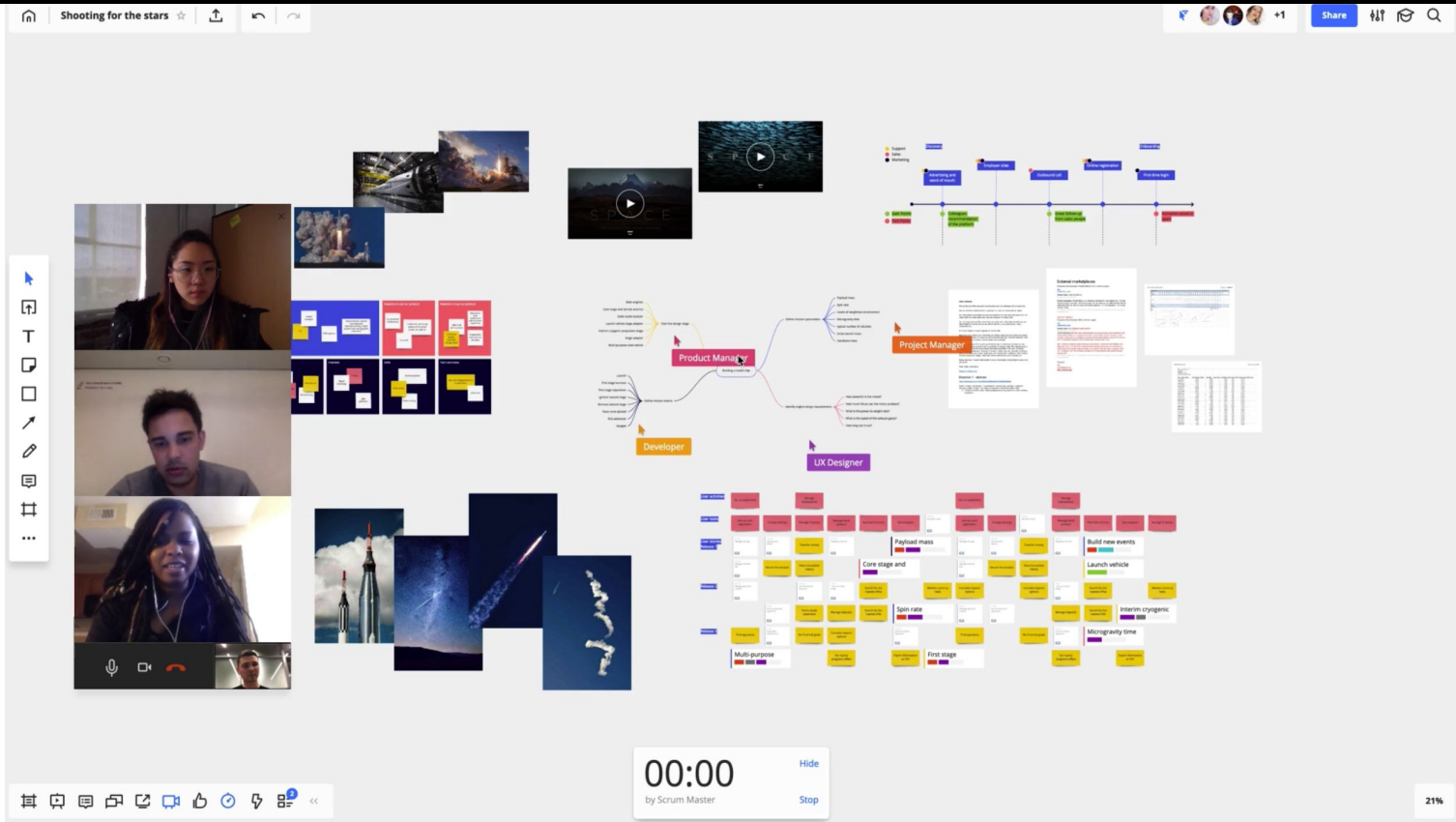
Meeting / Project Management

Miro

collaborative whiteboarding platform for developing the best ideas.

Ease of start: 8/10
Support: 9/10
Reliability: 10/10

Cost to start/try
$0.00 trial



Free Center Picks

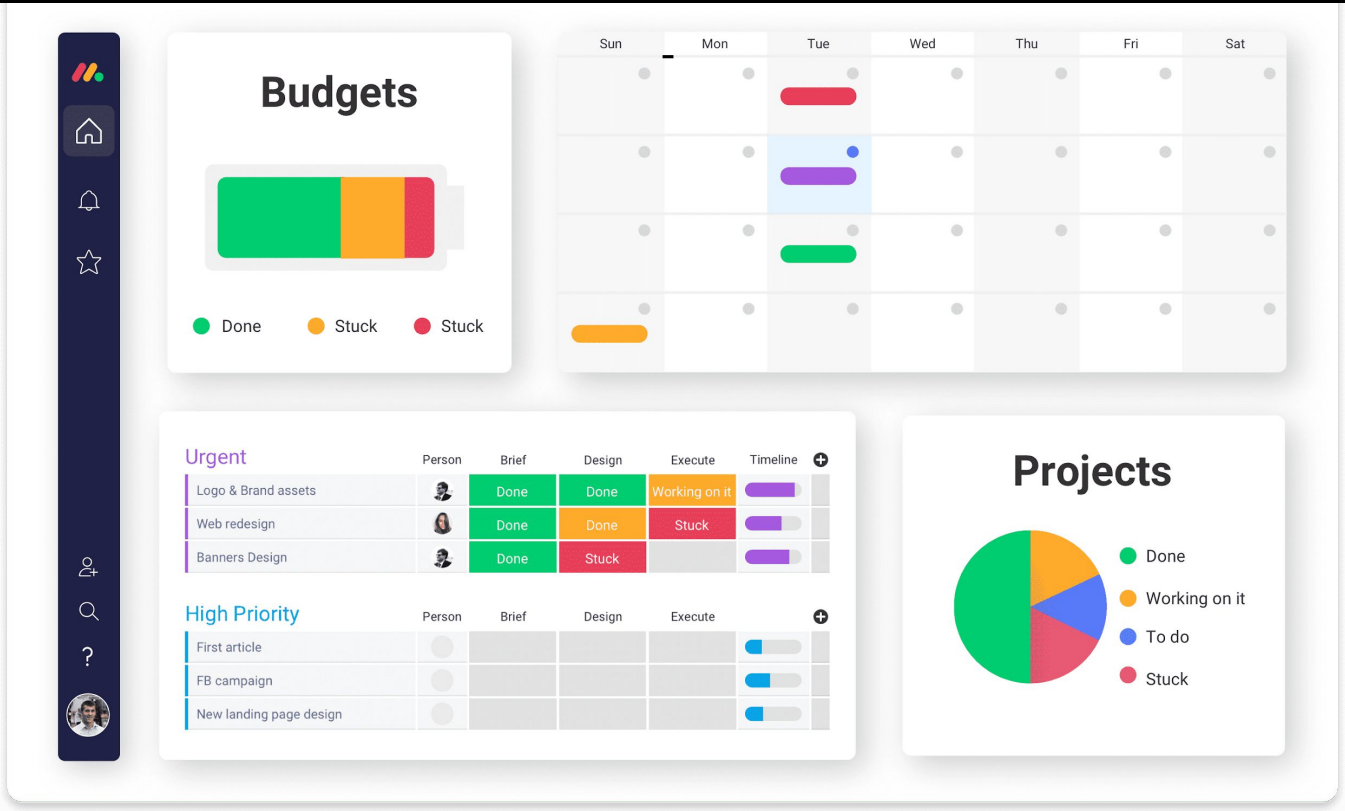
Meeting / Project Management

Monday

Take your Miro ideas and turn them into smart team plans

Ease of start: 9/10
Support: 10/10
Reliability: 10/10

Cost to start/try
$0.00 trial



Free Center Picks

Fundraising / Registration

Eventbrite

Some event tools have built-in registration.
Still, we love the flexible friendly community here.
Great integration and great blog.

Ease of start: 10/10
Support: 8/10
Reliability: 10/10

Cost to start/try
Free for Free events

Ticket Form

Add ticket purchase to your site using the ticket form. Promote ticket sales and registration directly on your website or blog.

Button

Add a custom button to your website or blog directing people to register or buy tickets on your Eventbrite event page.

Text Link

Add a custom text link to your website or blog directing people to register or buy tickets on your Eventbrite event page.

Event Page

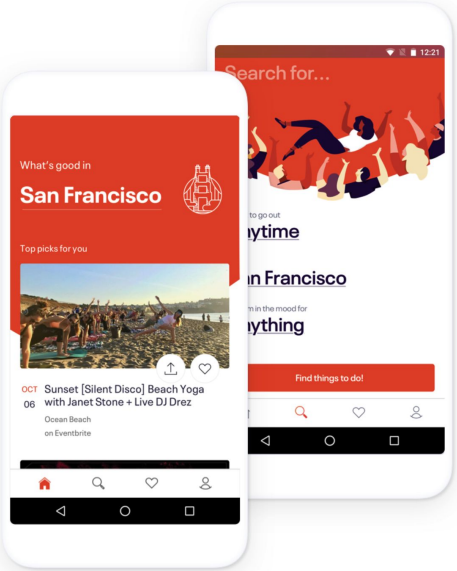
Add your Eventbrite event page with event details to your site. Promote ticket sales and registration directly on your website or blog.

Event Calendar

Display a custom calendar with your upcoming events on your website or blog, as well as link to register for your events on Eventbrite.

Countdown

Display a custom daily countdown to your event on your site, as well as a link to register for your event on Eventbrite.



Free Center Picks

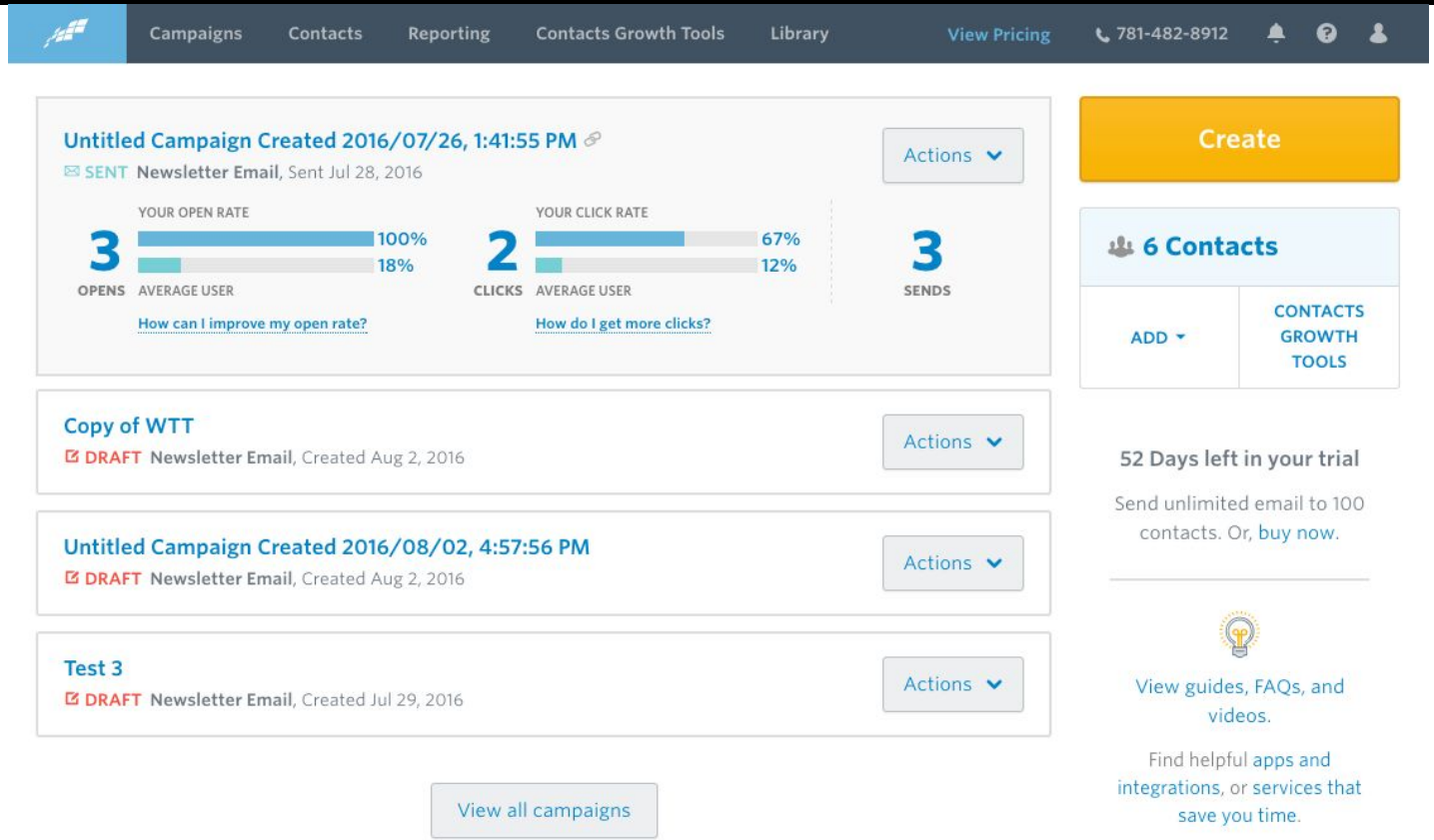
Fundraising / Announcement

Constant Contact

Manage emails, e-news, and CRM integration like a pro. Gorgeous results.

Ease of start: 9/10
Support: 10/10
Reliability: 10/10

Cost to start/try
$0.00 trial



Free Center Picks

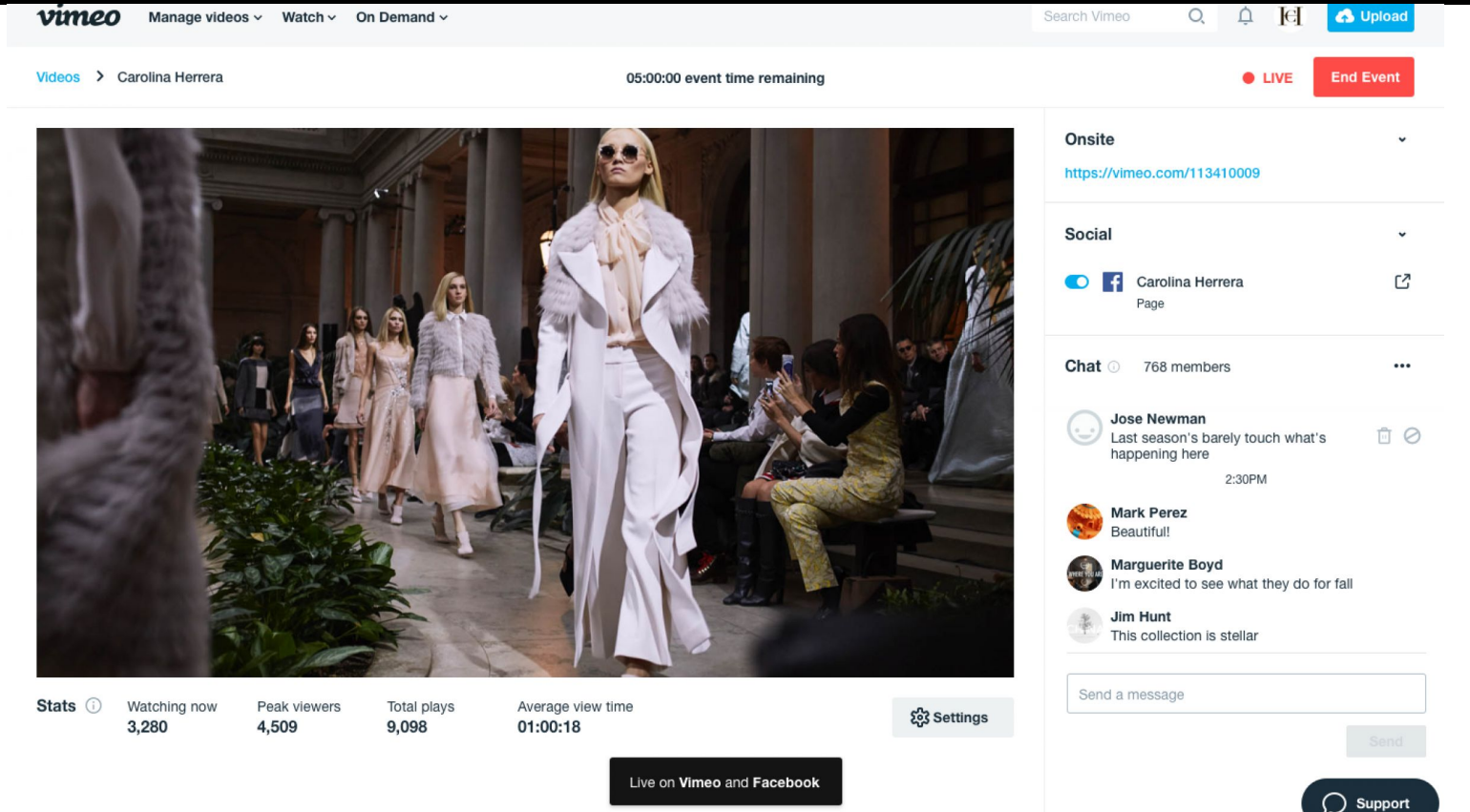
Pre-Recorded Video Content

Vimeo

I bet you thought we were going to say YouTube! Nope. Vimeo is growing strong. The integration and image quality are great.

Ease of start: 10/10
Support: 8/10
Reliability: 9/10

Cost to start/try
$0.00 option



Free Center Picks

Livestreaming Content

Go where people are hanging out. Be sure to use a PayPal or Venmo link to monetize.

Ease of start: 10/10
Support: 8/10
Reliability: 9/10

Cost to start/try
$0.00 option

1A. Instagram Live

Streaming tool hosted in the Instagram app.

Start live video and Instagram will notify followers you are live.

1B. Facebook Live

Facebook Live is similar to Instagram.

The difference? It comes down to where you've built your network and your audience connects.

2. YouTube Live

Leverages the fact it has more than 500 hours of video uploaded every minute. We see that as a problem.

3. Twitch

A platform for gamers and the fastest growing streaming platform for music.

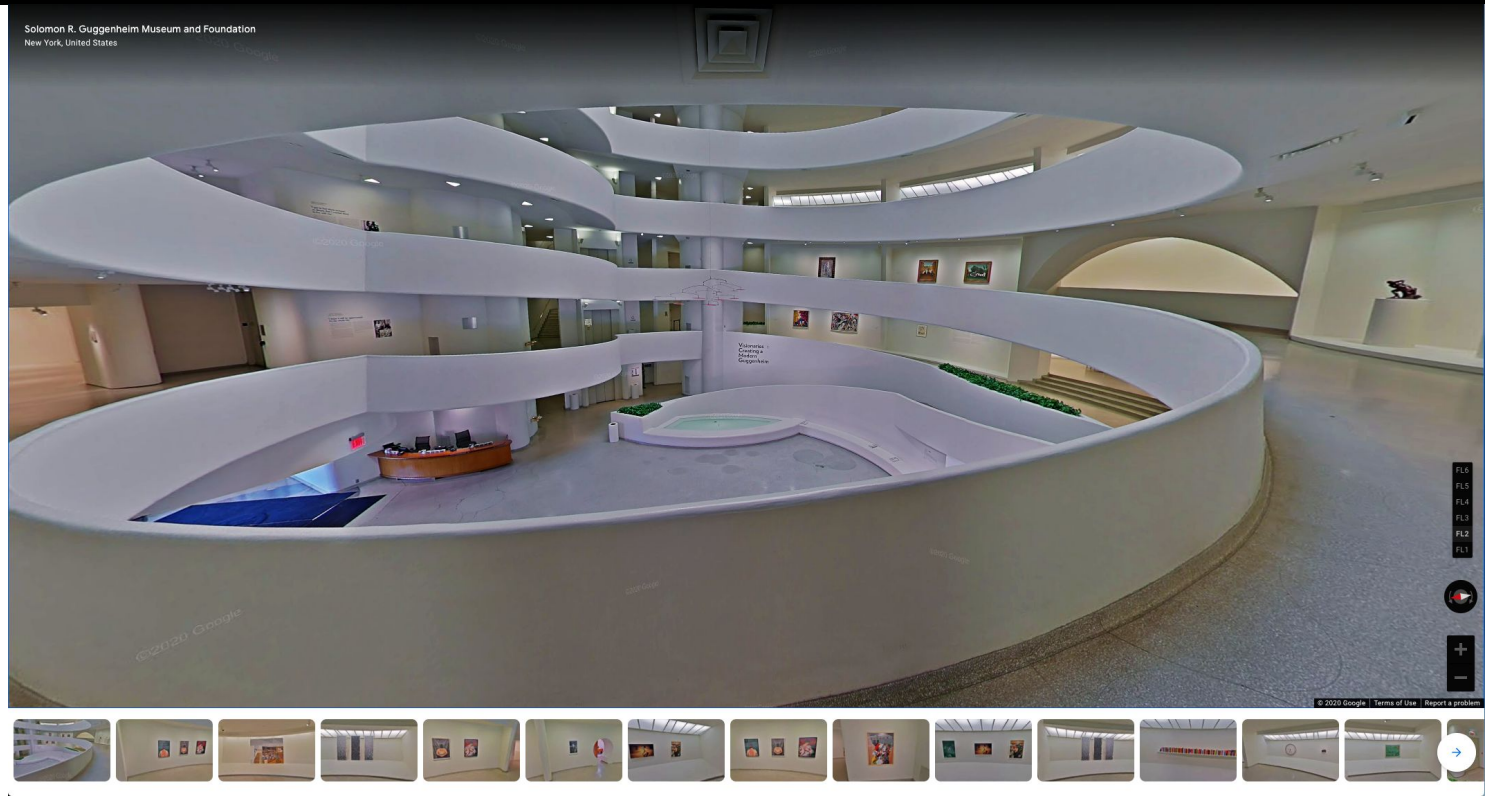
Free Center Picks

Virtual Gallery

Google Street View

Use with a special cameras to create a virtual tour of your museum or gallery exhibit and share it with the world.

Ease of start: 10/10
Support: 8/10
Reliability: 9/10



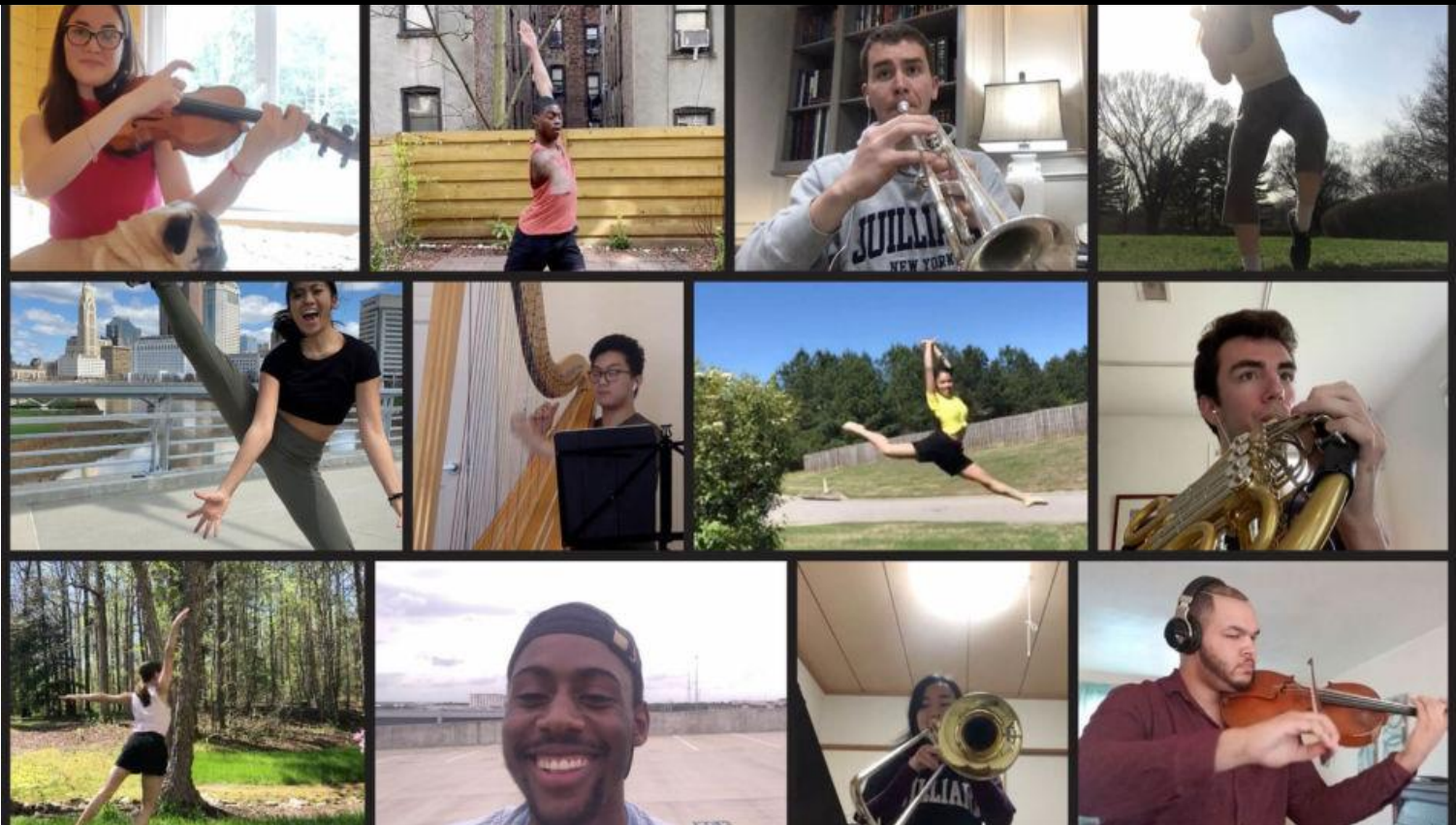
Free Center Picks

Streaming Meetings / Events

Zoom Pro

The overnight sensation nearly everyone in the world has used. Plenty of features and ways to tweak event experiences. For meetings… however...

Ease of start: 10/10
Support: 8/10
Reliability: 9/10



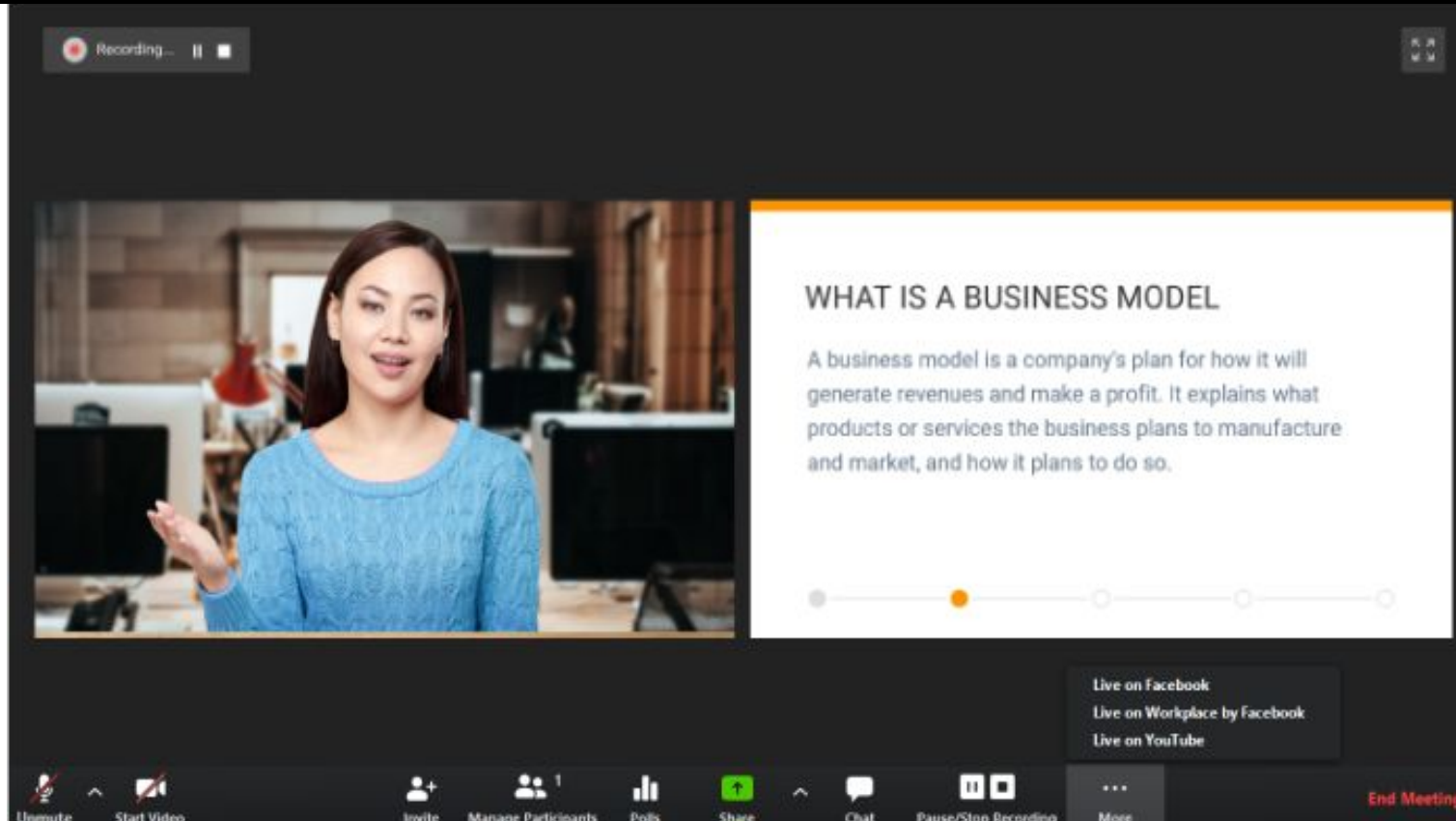
Free Center Picks

Streaming Meetings / Events

Zoom Webinar

Originally for presentations, now used for streaming live performances with robust features.

Ease of start: 10/10
Support: 8/10
Reliability: 9/10



Free Center Picks

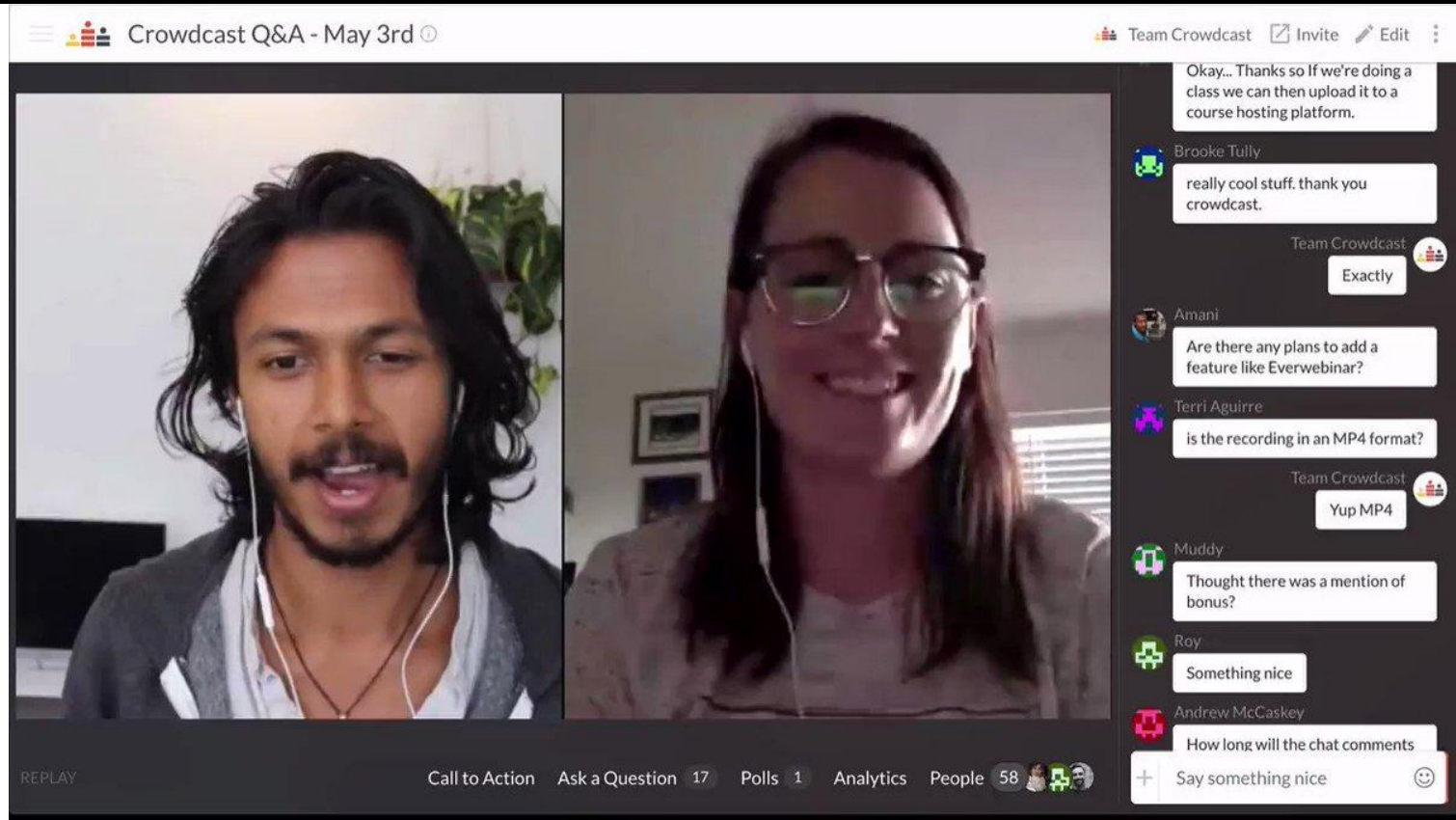
Streaming Meetings / Events

Crowdcast

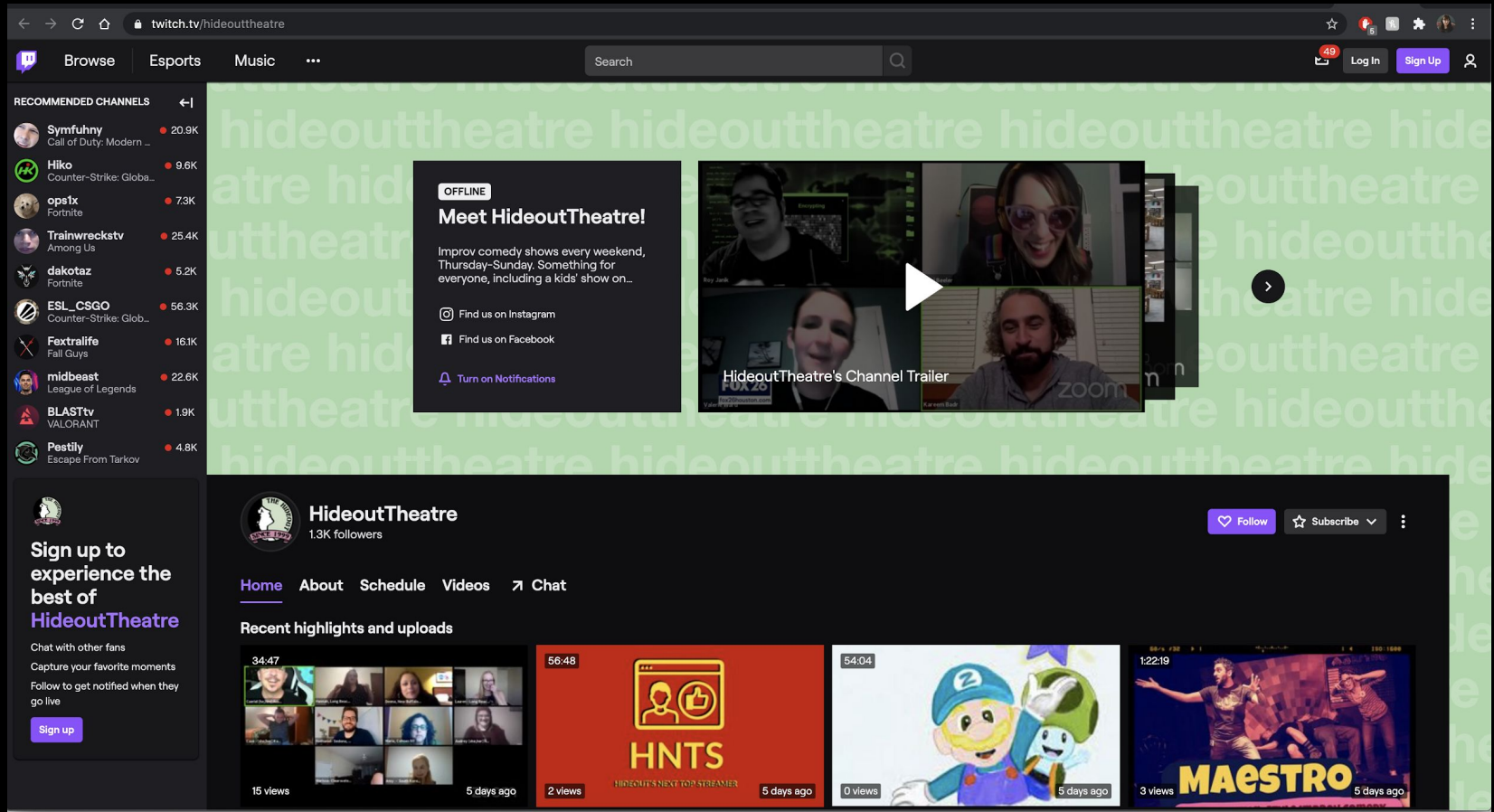
Like a podcast, but better. Great interaction tools and built-in registration and analytics.

Ease of start: 10/10
Support: 8/10
Reliability: 9/10

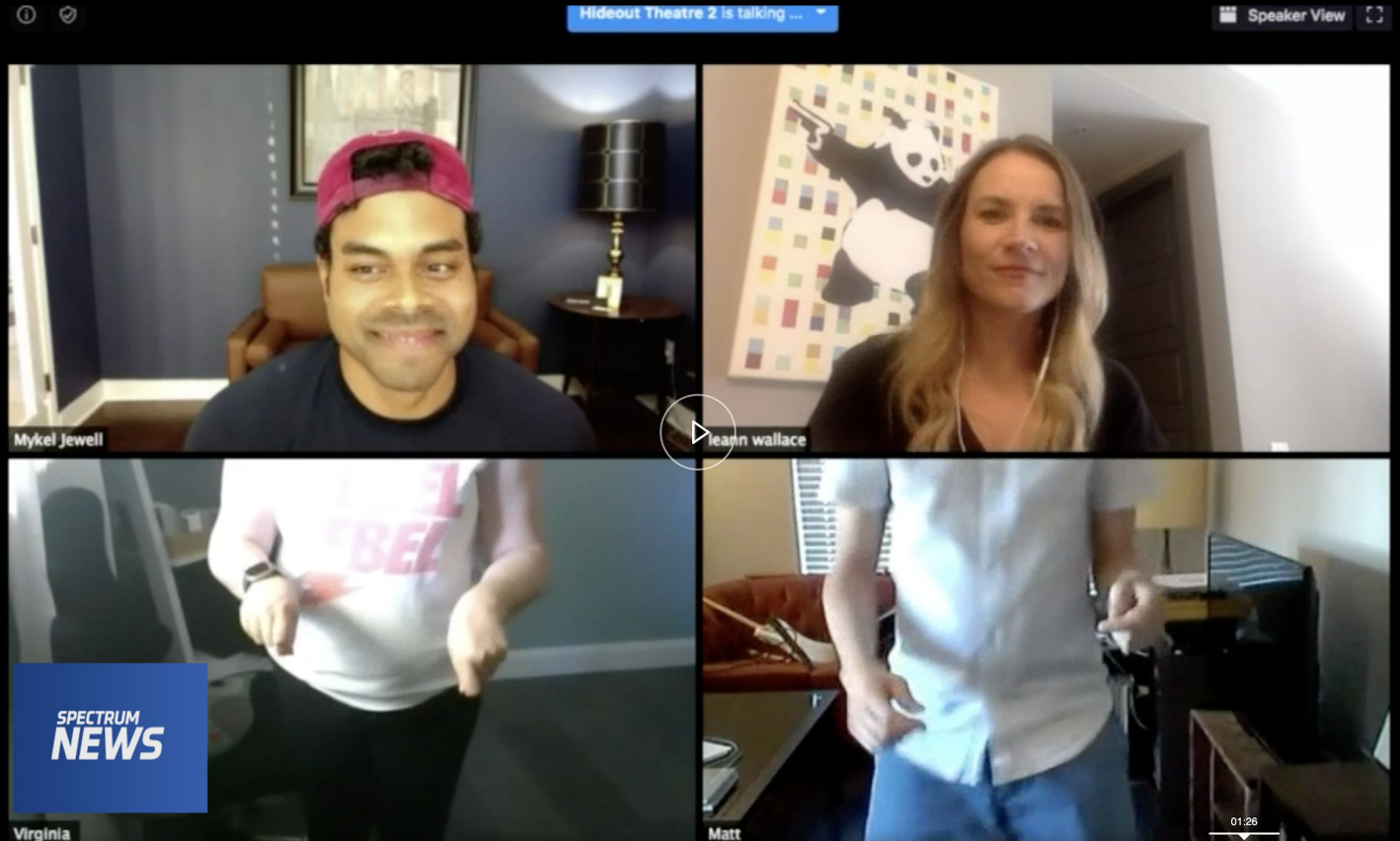
Cost to start/try
$0.00



Theaters in Action / Case Studies **The Hideout Theater** Zoom / Facebook Live / Twitch



Theaters in Action / Case Studies **The Hideout Theater** Zoom / Facebook Live / Twitch



Theaters in Action / Case Studies | TheaterWorks | Zoom

THEATER WORKS HARTFORD

What's On | Who We Are | Support | Membership Details

BECOME A MEMBER

Plays

Watch theater streaming at your finger tips. More plays, dates, artists, surprises to come!

2020-2021 Season

At The River I Stand

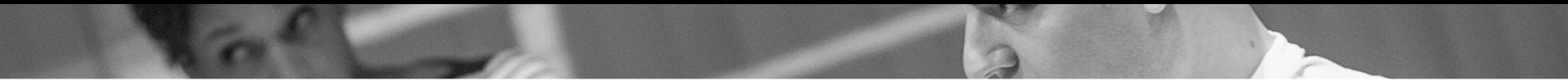
Inspired by the events that transpired during the infamous Sanitation Worker's Strike of 1968, AT THE RIVER I STAND follows an eclectic group of Negro musicians who travel to Memphis to produce a benefit concert in support of local workers in the throes of a racially charged labor dispute.

More

Russian Troll Farm: A Workplace Comedy

In this developing work, the audience peers into the imagined office setting of a Russian troll farm and sees its impact over the world wide web during the months leading up to the 2016 U.S. election.

More



Performance Projects

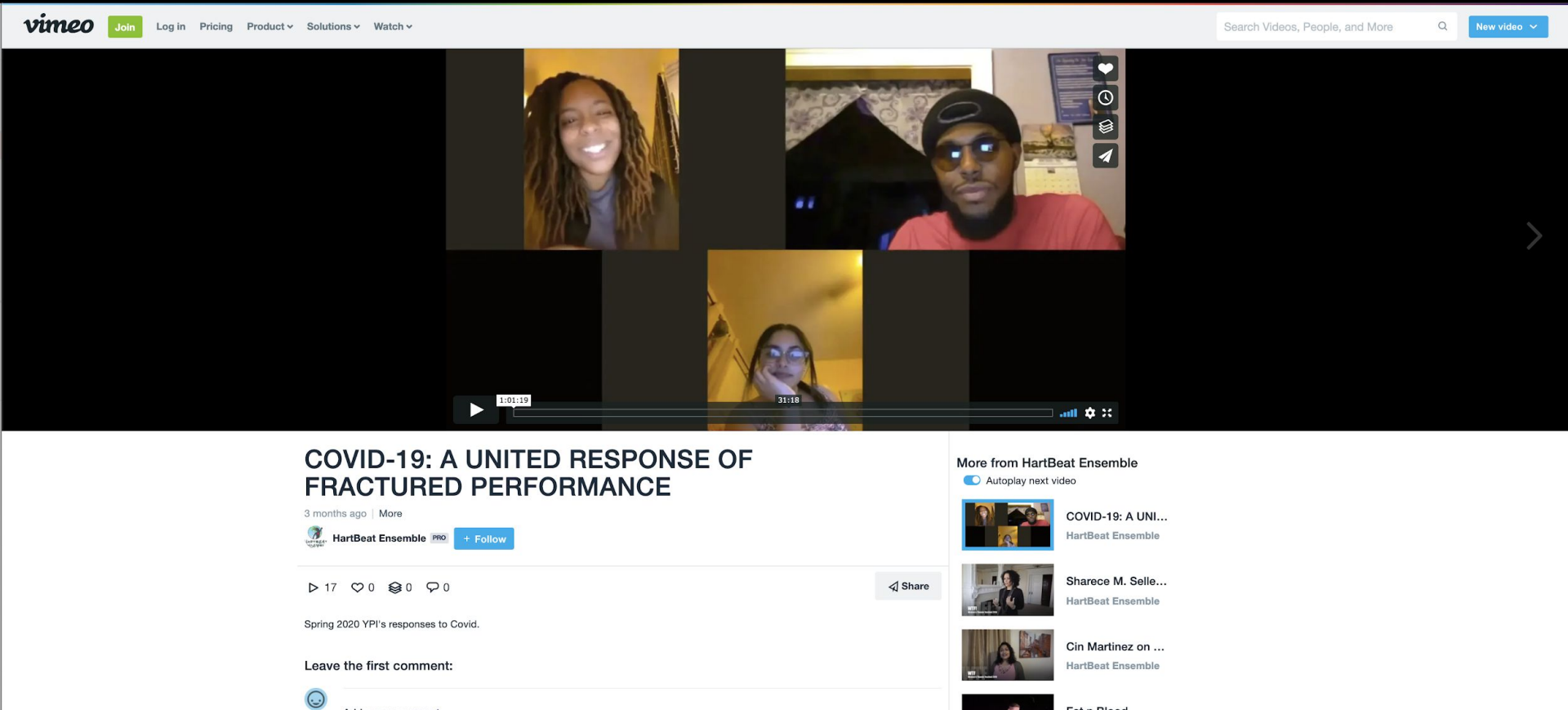
Covid-19: A United Response of Fractured Performance

May 31, 2020

An original new media piece. Using theater writing, acting and video editing techniques, YPI interns have created short, original pieces exploring detailed ways COVID-19 is affecting groups of people, including the difference in how black, brown, and indigenous folx are treated; the affect of COVID-19 on schools; and what social isolation does to people psychologically. Each piece is being filmed in quarantine by each intern individually.

Watch Performance Here

Theaters in Action / Case Studies | HartBeat Ensemble | Zoom / Vimeo



Let’s Break.

See you in:

Welcome Back!

Let’s dig deeper

Another look at **Zoom**

Lag-free video, crisp audio, and instant sharing

Webinar

- If you expect attendees to mostly just listen

Meetings/Events

- If you are looking for interactive audience participation

Another look at **Zoom**

Benefits

- Familiarity, quick rollout
- Supports Large Audiences
- High Quality Audio and Video

Another look at **Zoom**

Meetings

Small to large groups (2+ participants)

Ideal for hosting more interactive sessions where you'll want to have lots of audience participation or break your session into smaller groups.

- Customer-facing meetings
- Sales meetings
- Training sessions

Another look at **Zoom**

Webinars

Large events and public broadcasts (50+ attendees)

Like a lecture hall or auditorium

- Ideal for large audiences or events
- that are open to the public
- One or a few speakers
- Attendees don’t speak but can
- engage via chat

Great for:

- Town Halls
- Training Meetings
- Educational Lectures

Another look at **Crowdcast**

Live streaming with an integrated social media platform and interactivity

Live Streaming

Robust social network aspect built in. You get your own profile that people can follow, see past events and schedule along with a directory of current and past webinars

Guest Presenter

Jennifer LaRue

The director of public programs at The Mark Twain House & Museum, where she has spent the past six months shifting the museum's in-person, on-site author talks to a virtual format.

The Mark Twain House

Become an expert with your virtualizing tools

Plan

Take advantage of two-week free trial and live and pre-recorded trainings

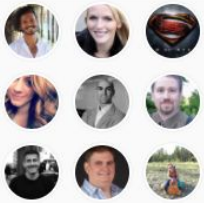
Explore

Explore and experiment with the platform's "bells and whistles" and tailor them to your organization's needs

Experiment

Be patient, flexible, and curious, willing to learn by trial and error

Solicit – and listen to – feedback from colleagues and audience members



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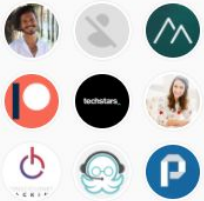


→

EMEA Office Hours Q&A

Sep 16, 2020 5:00 am

How to bring your conference or event online

Sep 16, 2020 2:00 pm

Office Hours and Q&A

Sep 17, 2020 2:00 pm

How to bring your conference or event online

Sep 18, 2020 2:00 pm

How to bring your conference or event online

Office Hours and Q&A

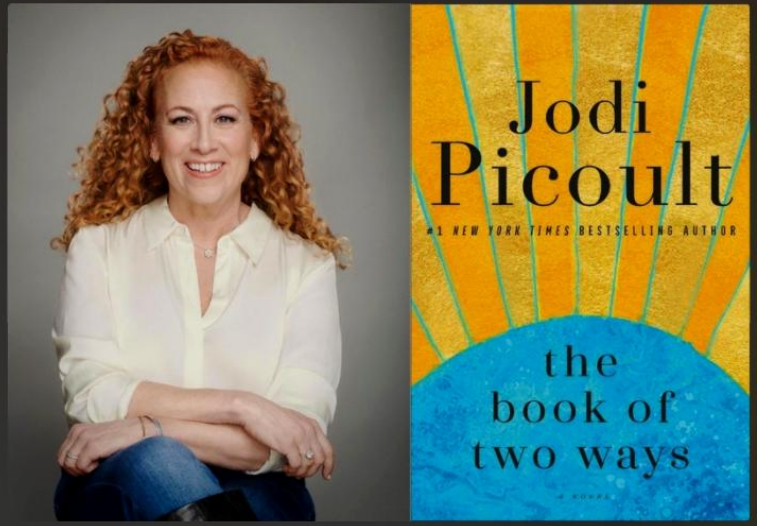
Sep 22, 2020 2:00 pm

Crowdcast	Designed for conference presentations vs. meetings

- ⇨ Flexible pricing (including nonprofit rates)
- ⇨ Built in marketing tools
- ⇨ Audience engagement features
- ⇨ Customizable registration fee structures

Starting in 14 days, 21 hrs, 54 min & 59 sec

Wed, Sep 30, 2020 7:00 PM EDT



SHARE

Sue Janson
Hello Jodi. I'm looking forward to meeting you and participating in this event.

Barbara
Looking forward to read a new book by Jodi Picoult.

Tara Cerven
Can't wait! Hope I receive the book before the event.

Carol Parker
Thank you. Your events are always movitvating!

The Mark Twain Hous...
Hi, everyone! We'll be shipping books as soon as possible, but the publisher requires us not to ship them before September 22, so we can't guarantee that you will receive your copy before the event. We'll do our best! Thank you!

Ashley Penna
Always go to your book tours! I am so excited that you are finding a way to still connect with your readers and doing a virtual book tour. My best friend and I have always gone together, unfortunately she passed away but she will be right here with me as I watch your presentation!

Amy Quinones
So excited for this event! It will feel like Christmas getting this new book in the mail!

Your support is vital to The Mark Twain House & Museum. Please donate here! >

Edit Event

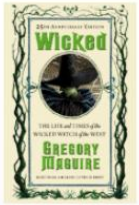
BASIC INFO
COVER
REGISTRATION
MULTISTREAMS
ADVANCED

Event Name

A Little Harmless Fun: Gregory Maguire

Schedule
Going live in 22 days
Edit

Description



Join us for a conversation with Gregory Maguire, author of *Wicked*,

Short Description (?) Enable Disable

Join us for a conversation with Gregory Maguire, author of Wicked, as our friend Frank Rizzo kicks off the Fall 2020 A Little Harmless Fun series.

54 characters left

Visibility (?) Public Unlisted

Your followers and attendees will be notified by email 10 minutes before the event starts.

Access (?) Anyone Payment Password Patreon

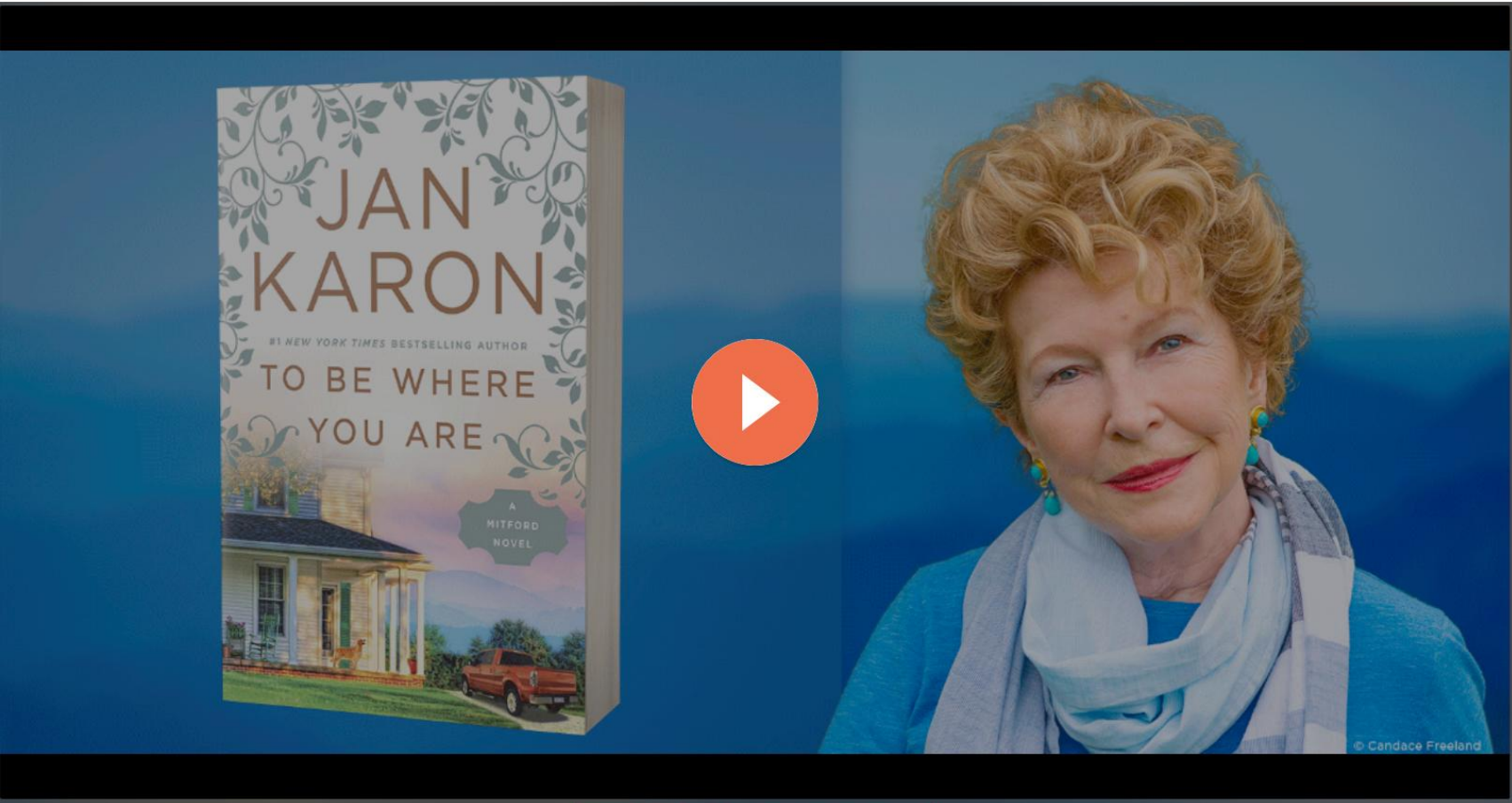
Fixed 35 USD: United States Doll

Coupons (?)

36q1x4	60	%	200	uses remove
cer7zq	10(	%	20	uses remove

Add Coupon

Save



Candacefreeland.com

Thank you all so much for coming!

Kimberly Hill

Thank you, Jan, for your wonderful reflections. Thank you, Lauren, for your thoughtful interview.

Sean "The Moderator" ...

To purchase your copies of "To Be Where You Are," "Bathed in Prayer," and "At Home in Mitford" Each with a bookplate signed by Jan! please click https://marktwainhouse.org/product-category/occupy-yourself-at-home/media/upcoming-speakers/

Kory Everson

For any future events like this, the volume between the interviewer and Jan was so abrupt and drastic.

Ruth Vallevik

Lauren, your mention of Father Tim's message on "In everything give thanks..." was so meaningful to me, as I was very encouraged by that just this last week as I was very ill.

Carol

Oh yes. Jen you must send her a Twain bobble head complete with plaque. It's a unique honor to be in the bobble head club.

Sorry ... Jen you must ...

Kathy Miller

Kansas City (Leawood, KS)

Carol

Thank-you. That was serene.

Kathy Miller

Absolutely! Would look forward to that!

That was delightful, of course!

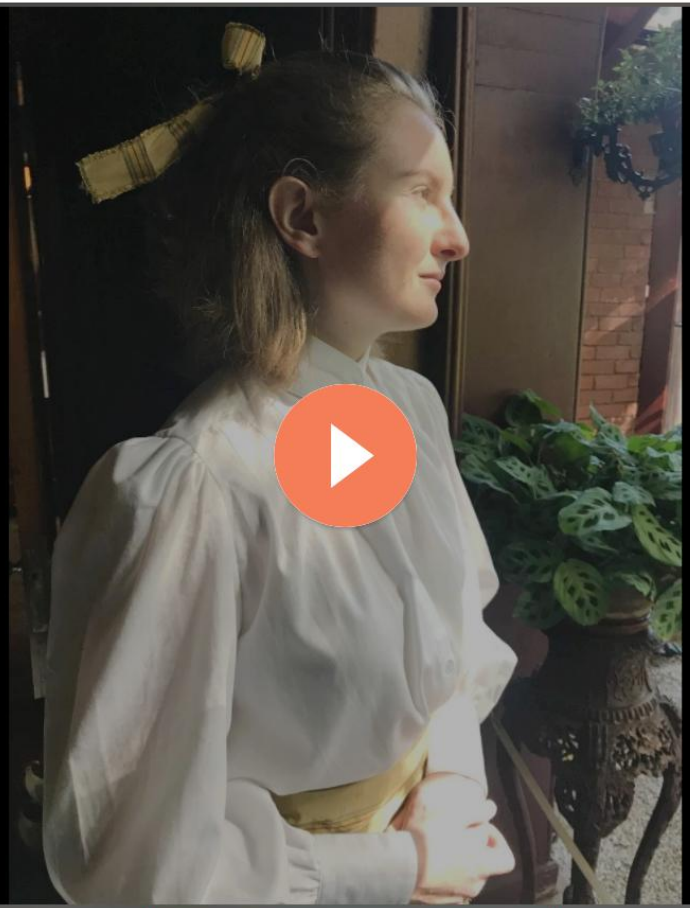
Leslie (Hoban) Blake

Looking forward to tonite's interview, glad to be here.

Your support is vital to The Mark Twain House & Museum. Please donate HERE. ›

Trouble at Home: Susy Clemens Speaks

The Mark Twain House & Museum Follow Share Edit Optio



Great work

Ann Walker
Wonderful, thank you all!

Rich
Thanks!

JOSH
You did a magnificent job Grace ?

Al Eichorn
Wonderful Grace and Steve!

Abby Brooks
Miss You, Grace

Grace Belanger
Have a great night, Check out our virtual tour

Sabrina
Great job, Grace! Thank you all so much for sharing this with us.

Doris
Great presentation

Grace DiModugno
Thank you all! 😊

Sarah
Thank you!

Suzanne
thank you for an informative program!

Gayle Rosenfeld
Thank you! 😊

Alan
Great chat, thanks!

Cindy
Thank you. A great program!

Rebecca Floyd
Thank you for the generous donations!

The Mark Twain Hous...
Thank you all for joining us! We look forward to seeing you two weeks from tonight!!!

Your support is vital to The Mark Twain House & Museum. Please donate here! >

Clip moment REPLAY

Call to Action Ask a Question Polls 1 Analytics Donate People 278

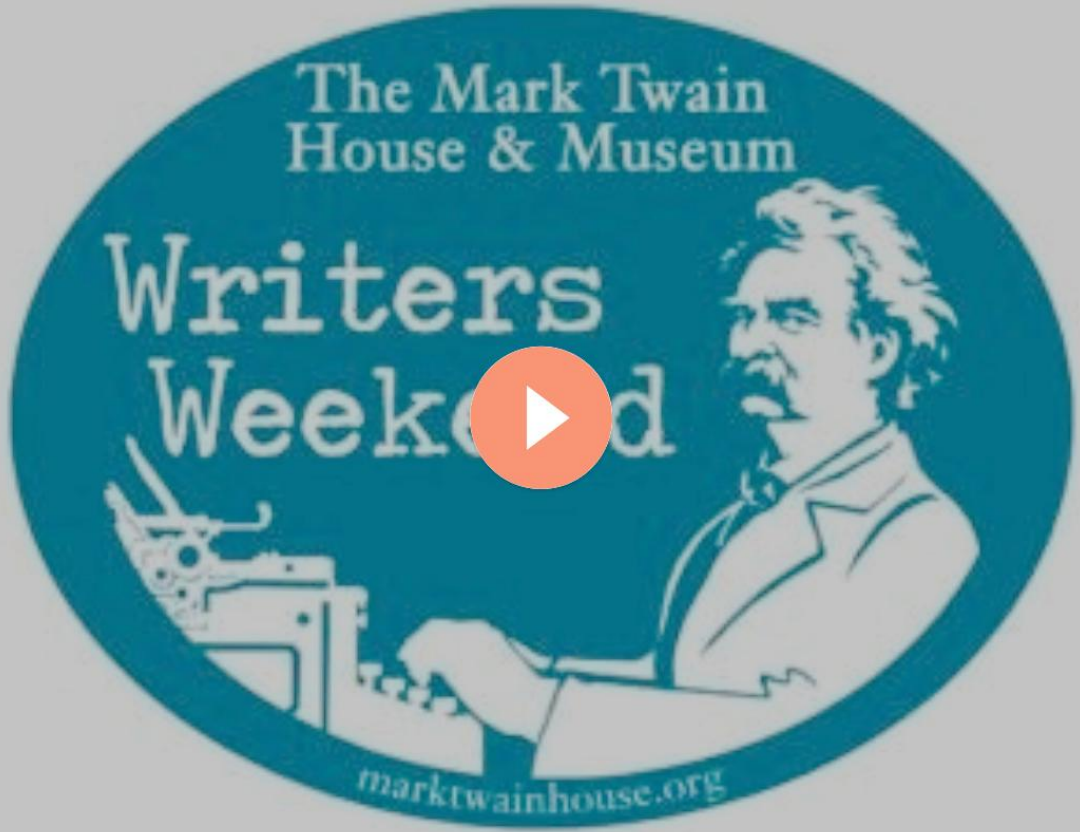
Say something nice

Writers Weekend

The Mark Twain House & Museum

Follow Share Edit Optio

SCHEDULE session 24 of 24 | Farewell/Closing Remarks (more...)



dinner... 7:15pm...

Is that the right Word on FB?

Jim Sobe

So nice to have met you guys on this wonderful writers weekend!! 🙂
WE ARE FAMILY NOW!!! 🙂

Carrie M.

Thank you to Jennifer and all the presenters -- amazing job!

Marina Cusack

Yes Jim we are!

Mary Lovstad

Yes...https://www.facebook.com/groups/1420602838933 7/

Marina Cusack

Thanks yes just clicked and pending... 🙂

Mary Lovstad

You have to like the Mark Twain House and Museum Page and it's in their groups If it doesn't let you ask to join

Marina Cusack

I'll find that

Jim Sobe

Enjoy the rest of the day/evening/week, everyone! Stay safe and positive and let's try to write more with enthusiasm and confidence after this weekend!! 🙂

Mary Lovstad

Peace out all! Have a wonderful day. It was a great time.

Marina Cusack

Absolutely!

Frank Rizzo

Just terrific

Ben Scranton

Great weekend. Thank you Jennifer, Jacques and all involved.

Say something nice

Your support is vital to The Mark Twain House & Museum. Please donate here! >

Clip moment REPLAY

Call to Action Ask a Question Polls Analytics People 167

Monetization

Considerations

⇨ Reasons to offer virtual programs:

- Ongoing support of mission
- Audience engagement
- Revenue generation

⇨ You're not alone.

Everyone is trying to figure out whether people will pay for virtual programs and, if so, how much.

⇨ Models to explore

- Free or low-cost programs with suggested donations
- Underwriting (corporate, foundation, individual)

Best Practices

Best Practices

Presentation Mode

For Hosts

- Use a desktop/laptop, not a phone
- Turn off phone ringer and notifications
- Test equipment: internet connection, camera, microphone
- Make sure you’re light source is in front of you, not behind
- Include Company Branding in your Virtual Background

Best Practices

Chat Features

- Direct guests to ask questions in chat so interruptions are minimized
- Icebreaker during virtual meeting start a feedback loop
- Use chat and/or polls for survey questions
- There really isn't a Like button in Zoom so use chat for that with a "L" for "like" or a "W" for "wow" to encourage feedback.

  And our favorite: ^+1 (to indicate endorsement of a previous comment)

Wrap Up Time

Start with what you have

Think through your strategy: goals + audience needs

Establish your best practices and process

Test before you go live!

Keep learning and improving on that process:
Don’t try to do it all the first time

Q+A

LET’S TAKE A FEW

Join us for Virtualization, Part 02

In October, we'll be hosting an in-depth workshop to help your organization virtualize a program.

Thanks for joining today.

Contacts:

rich@freecenter.us / zoe@freecenter.us

Web: freecenter.us

(you can find our social links on our site)