

Tips to run a virtual club event

The [Event Notification Form](#) on the Student Life portal has now been adapted to capture information for online/digital events. This is a great way to engage members online and receive support and promotion from Swinburne Student Life.

The benefits?

- Engage and interact with a wider range of members. As an online event does not have a set location, anyone can join from anywhere as long as the event is set up on a platform and members are invited.
- Online events can be cheaper and easier to organise with less resources needed. Get creative and think of some out-of-the-box event ideas that can be engaging online.
- Get more data and marketing materials – online events can be more measurable than in-person events. Find out what event ideas are popular, what the attendance actually is, save comments and numbers of shares, events can be recorded and repurposed – have some valuable content or fun times the club wants to share?
- There are a lot of Swinburne students studying online, this could be a regular way to engage these students and have them as members in your club

Online Event Ideas

Below are just some ideas for some digital club events, please speak to a C&S Officer about your ideas on how to engage members at this time.

- Online Trivia Night
- Photo/Virtual scavenger hunt
- Online Gaming/Activities (JackBox TV, Board games, Karaoke, eSports etc.)
- Photo Competitions (Study set-up, wellness inspo etc.)
- Online Tutorials (Robot building tutorial, portraiture class etc.)
- Online Viewing Party (Classic footy match, Netflix viewing party etc.)
- Q&A with industry professional (live takeover of your social channel)
- Online meetings and webinars (Zoom, Teams etc.)
- Skill sharing videos (AOS dance move, Netball tactic etc.)
- Culture Club Videos (cooking, dances, art etc.)

We look forward to seeing all your [digital event submissions!](#)

Define a strong why – figure out the goals of the event – is it to have fun? Learn something new? Share ideas about a topic?

Really get to know your members - Great way to get members actively engaged with sharing thoughts and ideas – a competition for the best/most fun/most original idea? Create a stronger committee and member relationship. Maybe set up a virtual event panel and forum.

Plan – focus on how to keep the audience engaged, keep it simple. Plan ahead of time to decide on the tools the club will use, put through an [ENF submission](#) to receive further assistance from the Marketing and Communications Team, the Clubs & Sport team and have your event recognised as an official club event.

Promote - Create an event page (Student Life Portal, Facebook) - Let attendees know it's a virtual event to prevent confusion – promote your event through social media, club newsletters, emails - Generate excitement for the event with a description (include Who, What, When, Where, Why questions in it)

Keep it interactive - Have an area for attendees to interact through posting. Provide networking opportunities through speakers, event hosts – check in with your sponsors and partner-up. Think of a powerful event experience to deliver to remote attendees – keep it interesting! (not just a powerpoint...)

Stay in touch - Engage with members before and during the event through a variety of posts such as quizzes, trivia, stories, polls, “this or that” questions, facts, tips how-to's , quotes, comics, memes ...

Sell the benefits – Attendees can access and attend from anywhere! Less travel, easier access, more flexible

Analyse - Do some post-event analysis to help boost future virtual events – see if chosen platform provides insight data, take screenshots of important comments or posts, track the number of shares, number of members invited vs. actual number of attendees, gather feedback by asking attendees what they liked and didn't like, brainstorm and share ideas for future events.

Showcase your club and tell a story to boost virtual event engagement. Does the club have any videos from a club specific activity? Are there new members who weren't at past club events who would love to know what to look forward to once in-person events can proceed?

Some live streaming platforms: Periscope, Livestream, Facebook Livestream, Instagram Live. Want the recorded content to be featured? Send it through to Student Life

Resources:

<https://www.socialmediaexaminer.com/virtual-facebook-event/>

<https://blog.bizzabo.com/virtual-event-ideas>

<https://www.socialmediatoday.com/news/how-to-shift-from-physical-to-virtual-events-and-maximize-event-outcomes/574048/>

<https://www.eventbrite.com/blog/virtual-event-marketing-ds00/>

<https://cmo.adobe.com/articles/2016/4/fresh-ideas-for-virtual-events-in-an-age-of-personalization.html#gs.zpatkc>

<https://www.socialtables.com/blog/event-planning/virtual-event-planning/>

