

VIRTUAL EVENT GUIDE

a useful guide to the management of virtual events supported by the **Office of University and Donor Events.**



WINSTON-SALEM STATE UNIVERSITY

Office of University and Donor Events

	VIRTUAL TELECONFERENCE		VIRTUAL SYNCED INFORMATIONAL PRESENTATION	PRE-RECORDED VIRTUAL PRESENTATION	LIVESTREAMED VIRTUAL PRESENTATION
	LIVE	LIVE	LIVE		LIVE
PLATFORM USED	MICROSOFT TEAMS	ZOOM	ZOOM WITH WEBINAR FEATURE	LIVESTREAM.COM	LIVESTREAM.COM
GUEST MANAGEMENT	<p>Guest will receive an email with broadcast link.</p> <p>Guests will be automatically muted but able type questions in chat/Q&A function.</p>	<p>Guests will receive email with Zoom link for registration or direct access (registration allows for guests to RSVP on the Zoom platform).</p> <p>Guests will have the opportunity to interface directly with speaker to ask questions/comment. (Muting functions will be used to control guest participation).</p>	<p>Guests will receive email with Zoom link for registration or direct access (registration allows for guests to RSVP on the Zoom platform).</p> <p>Guests will be automatically muted, but able to type questions in chat/Q&A function.</p>	<p>Guests will receive email with livestream link (RSVP will be collected via email or manually).</p> <p>No interaction with guests (can be managed using social media, if arranged).</p>	<p>Guests will receive email with livestream link (RSVP will be collected via email or manually).</p> <p>No interaction with guests (can be managed using social media, if arranged).</p>
GUESTS/ ATTENDANCE REQUIREMENTS & SPECS	10,000 maximum participants	Less than 50 participants	50 or more participants	50 or more participants	50 or more participants
PRESENTATION LOGISTICS	<p>Panelists will have the option to use cameras and microphones as needed.</p> <p>Panelists' presentations will be displayed using screen share option.</p> <p>ADA -Guest can turn live captions and subtitles on and off.</p>	<p>Presentation will be displayed using the "screen share" function (event attendants can assist with presentation management).</p>	<p>Presentation will be managed and manipulated by IT and on-site staff.</p>	<p>There is no guest capacity for Livestream.com, as it is a web-based platform accessible to whomever has the link. However, Zoom has a guest limit of 300 persons.*</p> <p>Presentation will be pre-recorded and released at later date.</p>	<p>There is no guest capacity for Livestream.com, as it is a web-based platform accessible to whomever has the link. However, Zoom has a guest limit of 300 persons.*</p> <p>Presentation will be managed and manipulated by IT and on-site staff</p>
	<p>Large scale presentations/information sessions.</p>				
BEST USAGE	Large scale presentations/information sessions.	Small group presentations Meetings Frequent presentations in a series	Large scale presentations/information sessions Informational presentations for external clients/stakeholders	Ceremonies Wide-range client/ stakeholder presentations	Ceremonies Wide-range client/ stakeholder presentations

**University and Donor Events can provide direction on the best approach to catch as many guests as needed.*

FREQUENTLY ASKED QUESTIONS

How do I get started with a proposed virtual event?

Complete an Event Management Worksheet, accessible at wssu.edu under the Office of University and Donor Events. We will get back with you within two (2) business days to share our recommendation for the best platform to manage your event.

How far in advance should I start working with University Events to plan a virtual event?

Please contact us as soon as possible to let us know about your virtual event plans. We need advance notice of 30-45 days which allows for:

- Initial planning
- Setting up event registration
- Invitations and other correspondence
- Logistics and tech management

What is the guest capacity for events hosted on the Livestream.com platform?

There is unlimited guest capacity for events hosted on Livestream.com. *Zoom events can only accommodate a maximum of 300 guests. Check with University and Donor Events to ensure that you have registered your Zoom profile in the correct way to host the maximum number of guests.*

What are the university limitations for virtual templates for external hosted versus internal hosted events?

The Office of University Events will provide support for most internal events using the platforms mentioned above. External events may be given limited support based on university resources and staffing availability. In the event of the office's inability to support an event, a referral can be made for a virtual third-party vendor to support event needs.

What are the estimated costs to implement a virtual event?

Costs may vary depending upon needs of your event, but are relatively low considering our licenses and pre-payment for certain services.