

Online events – quick guide (July 2020)

We've outlined some simple online event formats, to help you plan online activity this year. This is not an exhaustive list - and there are many more creative and innovative ways to run online events that we're sure you'll become expert at.

These two articles from Eventbrite, are full of useful tips:

- [10 tips to host a virtual event](#) and
- [30 Tips and Tricks for Hosting a Successful Online Event](#)

Event type	Description	Example	Tools required	Event size/limit	Difficulty
Activity / Class	Expert led session where attendees all follow instructions	Meditation class led by experienced practitioner	Laptop, webcam, microphone, streaming platform i.e Google meet	Best for groups of around 10 if the class lead is expected to engage with individual attendees	Easy to run, with the right event lead.
Panel discussion / structured conversations	3 – 5 speakers, including a chair, discussing a particular topic and taking prepared or live questions	Conference style session	Laptop, webcam, microphone, streaming platform that ideally allows host to bring in different speakers like streamyard	Unlimited as attendees aren't expected to appear on screen	Requires coordination of speakers so they appear on screen and unmuted at the right time
Guest speaker + questions	An online lecture on a specific subject	Any society guest speaker event can be translated online	Laptop, webcam, microphone, streaming platform that allows the host to mute the audience, tool to collect questions (could be social media, or slido etc)	Unlimited as attendees aren't expected to appear on screen	Easy to run

Informal social	Unstructured video meeting where attendees chat informally	Women's Network Coffee Hour	Laptop, webcam, microphone, video call platform like MS Teams	Around 20/30 people if you want everyone to be able to participate / engage	Easy to run
Seminar / Town Hall meeting	Group discussion around a particular subject, usually led by an expert	UCL's recent - Town Hall – A conversation about race at UCL	Laptop, webcam, microphone, streaming platform that allows the host to mute the audience, tool to collect questions (could be social media, or slido etc)	Depending on the expected engagement of attendees, larger events are more challenging to engage with	Requires coordination of speakers and questions and some moderation to ensure participant safety.
Masterclass	A series of expert-led classes where attendees develop a new skill	Life-drawing class	Laptop, webcam, microphone, streaming/video call platform	Best for groups of around 10 if the class lead is expected to engage with individual attendees	Can be run as a simple broadcast on facebook live, Instagram live etc.
Showcase / talent session	Live performance where the audience watches along, audience potentially engages through	Dance society showcase	Broadcast on any platform that doesn't require viewers be on camera – i.e facebook live, Instagram Live, YouTube	Unlimited number of viewers	Can be run as a simple broadcast on facebook live, Instagram live etc.
Games	Hosted activity that all attendees can engage with	Quizzes, bingo and other online games that multiple people can participate in	Can be run through a simple Zoom call	Only limited by choice of platform / game	Easy to run
Training	A session to develop a skill with presentations from trainers and activities for attendees to apply their learning	Active Bystander training	Laptop, webcam, microphone, video call platform like MS Teams that allows screen sharing	Dependent on levels of engagement expected, smaller groups = more engagement	Easy to run

Shared experience	All event attendees do the same thing, then discuss/chat about it	Netflix watchalongs, where everyone starts watching a film at the same time and chats	Can be run through a video call platform like zoom, but some platforms have inbuilt watch/play along features	Only limited by the platform you're using	Dependent on the platform
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