

# Digital Event Guidelines

## HOW TO PLAN A DIGITAL EVENT

### Overview

As the International Confederation of Midwives (ICM), we understand the important role digital events play in connecting, educating, and engaging with midwives nationally and globally. Digital events break geographical barriers, ensuring accessibility for everyone with an internet connection, no matter where they are, through a cost-effective, flexible, and environmentally sustainable solution. This document provides guidelines covering all aspects you should consider when planning and hosting an online (digital) event.

### Planning Phase

#### **DEFINE OBJECTIVES**

Clearly outline the goals and objectives of the event. Determine what you want to achieve, whether it's providing continuing education, fostering networking opportunities, or raising awareness about important midwifery issues. It's important to define this well, because you will keep coming back to it as you plan your event, especially when you are not sure how to proceed.

Defining your objectives will also make it easier to define your target audience.

#### **CHOOSE THE RIGHT PLATFORM**

Select a digital platform that aligns with your objectives and audience preferences. Consider factors such as features, accessibility, language options, and technical support. At ICM we use Zoom because of its advanced options for interpretation and hosting, but you may want to use a platform that is more

common in your country. Here's a list of some virtual meeting platforms you can choose from:

- Zoom
- Google Meet
- Skype
- Microsoft Teams

## **SET A BUDGET**

Determine the budget for the event, considering expenses for technology (equipment, platform subscriptions, potentially technical support during the event), interpretation services, graphic design, promotion, honoraria for speakers (if applicable), and any other paid resources needed.

Even if your event is run by volunteers, it is good to prepare a budget so that you have an idea of what all the costs would be, and also to help you map all the services (paid, in-kind or volunteer) you will need to procure.

This is also a good time to think about sponsors who can help cover the cost of your event, if needed.

## **IDENTIFY TARGET AUDIENCE**

Understand the demographics, interests, and needs of your target audience to tailor the event content, format and promotion accordingly.

See the examples:

### **Example 1**

**Audience:** Midwives with Continuing Education

**Event Content:** Advanced techniques in prenatal care.

**Format:** Online webinar with interactive Q&A.

**Promotion:** Send targeted emails through professional associations and advertise on LinkedIn.

### **Example 2**

**Audience:** Mothers and Community members

**Event Content:** Parenting tips for newborn care.

**Format:** Online event with live demonstrations and Q&A.

**Promotion:** Post flyers at community centres and share on Facebook parenting groups.

## **CREATE A TIMELINE**

Develop a detailed timeline that outlines key milestones, such as content creation, speaker selection, promotional activities, and technical setup.

## **CONTENT PLANNING**

Plan engaging and relevant content for the event, including presentations, workshops, panel discussions, and interactive sessions.

## **SPEAKER SELECTION**

Choose speakers who are knowledgeable, experienced, and engaging. Ensure diversity in perspectives and backgrounds to appeal to a wider audience.

## **PROMOTION**

Develop a comprehensive promotional strategy to promote the event across various channels, including social media, email newsletters, websites, professional journals, media and networks. This can also include directly communicating with midwives through the facilities they work at or through your own mailing lists.

Also consider promoting a post on social media to get to as many people in your target audience as possible.

## **TECHNICAL SETUP**

Test the digital platform and technical equipment well in advance to ensure everything works smoothly on the day of the event. Consider factors like internet connectivity, audio/video quality, and accessibility. Also think about how you would like people to register – do you need their email addresses? Do you need to provide them with continuing education credits? Would you like them to join your mailing list? All these things can be set up in a registration form.

# Execution Phase

## PRE-EVENT PREPARATION

Communicate with speakers, partners, and attendees to provide necessary information and instructions. Conduct rehearsals to iron out any technical issues.

## ENGAGEMENT STRATEGIES

Implement engagement strategies such as live polls, Q&A sessions, chat discussions, and interactive activities to keep attendees engaged and actively participating throughout the event.

## TECHNICAL SUPPORT

Assign a dedicated technical support team during the event to troubleshoot any issues that may arise for speakers or attendees, usually one or two people will suffice. If you have the funding, consider hiring a consultant for your first few events; to help you learn all the technical aspects you need to run a successful event.

[Check a resource on how to create events with Zoom.](#)

## MONITORING

Assign moderators to monitor chat discussions, manage Q&A sessions, and ensure that the event adheres to the schedule and objectives.

## FEEDBACK COLLECTION

Collect feedback from attendees during and after the event to evaluate its success and identify areas for improvement. Use surveys, polls, or post-event evaluations to gather feedback. If you are offering continuing education credits, ensure people complete their feedback (anonymously) before they have access to the credits - that will ensure more people complete their feedback form.

## POST-EVENT FOLLOW UP

Follow up with attendees, speakers, and partners to thank them for their participation and gather additional feedback. Share event highlights, quotes, recordings, or resources with attendees who couldn't attend live.

## **ANALYTICS AND EVALUATION**

Analyse event metrics such as attendance, engagement rates, social media mentions, and feedback to measure the event's success and inform future planning efforts.