Online Event Planning Tips: Before, during and after

This document is part of the Communities4Dev CoP Toolkit featuring practical resources to help you develop impactful Communities of Practice in the development sector. [Access the full CoP Toolkit](#).

BEFORE the Online Event

- Design the event with the audience and purpose in mind:
    - set clear objective(s)
    - create a structure and flow that aligns with objectives and desired outcomes

- Identify simple success indicators (that relate to the purpose of the event and will help you evaluate how successful and impactful that event was)

- Decide on any materials or props (such as PPT slides, notes document, etc.) and prepare them in advance

- Define roles and responsibilities. Key roles include:
    - facilitator / moderator
    - tech host
    - Note-taker
    - engagement expert

- Craft an appealing event announcement and send out at least one week before event

- Log in at least 20 minutes early to do a test run, check technology, prepare yourself to host the event

- Prepare the speakers, moderators (if any) in advance by establishing clear guidelines and expectations (talk time, type of presentation, visuals, topic(s) / question(s) to expect)

DURING the Online Event

- Welcome people: greet people as they join, be warm and courteous

- Go over the objectives, flow of the event

- Conduct live polling (i.e. Poll Everywhere)

- Create engagement / discussion over chat (or social media, or other platform)

- Ensure one person talks at a time

- Create opportunities for interaction and relationship building between participants

- Summarize highlights and next steps

- Ask for feedback (i.e. + / delta tool)

- Formally close and say "goodbye"

AFTER the Online Event

- Share a final summary / key insights and highlights

- Send materials, resources, any action items

- Invite participants to continue interacting and discussing (in an online platform, future informal events, etc.)

- Schedule a time (ideally, immediately after the event) to reflect, draw lessons and consider tweaks or changes for the next event

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