



# HOW TO ORGANIZE MORE NATIONAL ONLINE EVENTS AND MAKE THEM MORE CREATIVE

A creative guide to staying inspired

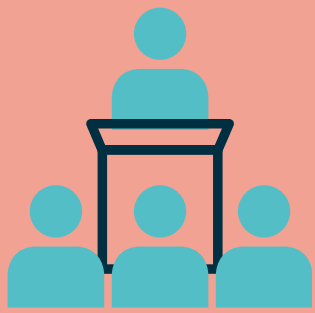
## CREATE PROMOTION FOR THE EVENT

All promotion and marketing will help increase the exposure of your event, therefore making more people want to take part. Make good use of the social media channels available. Make sure to also target the specific audience that you would like to attract to your event.



## ADAPT THE EVENT TO YOUR SPECIFIC AUDIENCE

Make sure that content, the presenters and your topics/activities are representative and understandable by your audience



## CHOOSE YOUR MEETING PLATFORM

Choose the correct platform depending on your activities. Will you be needing polls or breakout rooms? Do you need interactivity? Will your audience be limited and select? Examples of platforms include Zoom, MS Teams, Facebook Live, Youtube Live.



## USE CREATIVE WAYS TO ENGAGE PARTICIPANTS

Use online tools such as Mentimeter, Mural, Miro, Quizlet and Slido to create interactive activities and keep your audience engaged and interested in the event



## INCLUDE REPRESENTATIVE MEMBERS OF THE AUDIENCE IN PLANNING



## REVIEW AND EVALUATE

Always collect feedback and review and evaluate your event. This is a great learning experience for future events.





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## ACTIVITY ADVICE

Organize Small periodic activities that will eventually lead up to a story, bigger game or activity. Something similar to an escape room where each activity will earn you a clue to help solve the final riddle



Include community action! What better way to create interesting activities for your members while also encouraging the community to join in, serving also as a growth opportunity.



You can also organize outdoor activities which can be done at home, such as an online camp where members can camp in their front garden/lawn/roof etc.



Create an online Tournament! This can be between the different localities/units/groups within your organisation, or also including the general public. This would encourage teamwork through some healthy competition while also serving as a growth opportunity



## EXAMPLES

