Putting on a virtual network event for your member group

A successful virtual network event requires two things:

great preparation and good promotion

As a group you need to give the event a purpose (what will you be talking about) so that your members understand what they are going to be doing. Virtual Networks are an opportunity for members to talk shop on your topic in small breakout groups and also connect with new people.

Four weeks before the event

- Find a date and time that the whole leadership team can do
- Email events@cfauk.org requesting dates that you would like to host a virtual network event
- Events will confirm a date/time with you and the Zoom account will be booked out for your use on this date/time

- Plan the event, including agenda, conversation topics for breakouts, polls etc. Below is an example of a virtual event session plan;

Welcome	Host will ask everyone to put their name, firm, role in the chat along with their linkedin profile – the leadership team should do the same (5mins)
Introduction of team	each member of the leadership team to introduce yourselves, where you work and your role within your sector (2 mins each!)
Breakout room discussion	Before you split people into breakout rooms, it would be good for one or two of you to give your thoughts on the discussion piece (5mins)
Breakout rooms	(number of rooms depends on how many people join the call) Host will make sure each of you will be in a separate room and you will facilitate the conversation. Make sure everyone introduces themselves before you kick off conversations. Have some key questions to hand to stimulate the discussion. Approx.25mins
Close	Host will ask each breakout room to share key highlight from their discussion, do the Poll, leadership team can talk through future events, and close (10mins)

- Draft clear event copy for your event including agenda, questions for breakouts, polls and include any content (articles, videos) that people may want to consume before the event and to help with the conversation.

At least three weeks before the event

1. Once the date, title and speaker for your virtual network event has been confirmed, a Zoom link will be emailed to you to use in your event copy on **CFA UK Connect**.
2. You will be followed up by the CFA UK Volunteer team at least 3 weeks prior to your event if we have not yet received a title and/or speaker.

3. Add an event in your member group using your event copy and issued zoom link. Use the 'Invite members' function to invite all the members of your group
4. Add a Discussion post on your public page – be clear about what you will be discussing in the social – key question, an article, a video
5. Use your Linkedin to promote your Network and the event
6. If you want CFA UK to promote the event through social, or the What's on listing, please email events@cfauk.org and include the link to the event.

At least two weeks before the event

1. Email all members of your group using the Email Community Function to let them know about the event
2. Use the manage roster function to check how many are signed up to attend. You may wish to email each of them personally and introduce yourself as a way of engaging them before the event
3. In your Discussion post, add a reply and @ tag all the people who have signed up already – or tag some of your members who haven't signed up as a way to creating engagement
4. Start a Discussion in the Volunteer Community to let other volunteers know what you are doing and ask them to join

Week of the event

1. Use the manage roster function to email all the attendees to say you are looking forward to seeing them and include Zoom link as a reminder
2. An automated reminder email is sent to attendees 2 days before the event
3. To access the Zoom account and host autonomously – you will need login details for the CFA UK Zoom account.
   a. Depending on the day that the event is booked – SIG & Network leaders will be emailed 24 hours **prior** to the **event** with the Zoom account login details (username and password).
4. Watch this video for some instruction on the best way to use Zoom to host virtual socials.

Event Best Practice

1. Assign one member of the leadership team to host the event (if this is your first social, a member of the Volunteer Team will do this)
2. Assign one member of the leadership team to do the Zoom logistics (if this is your first social, the Volunteer Team will do this)
3. Introduce the leadership team and ask everyone on the call to add their name, role, firm and Linkedin link to the chat
4. If there is a key question/topic you will be discussing in the breakout, the leadership team should give their opinion prior to breakouts as a way to stimulate conversation.
5. Breakout room should be around 20-25mins long depending on how many people are on the call.
6. Each member of the leadership team should facilitate conversation in a breakout room.
7. On entering a breakout room, ensure that each room participant introduces themselves before embarking on a conversation about the questions/topic.
8. Once the breakout session is over, bring everyone back to main room and get feedback from each breakout room.
9. Use the closing time to let group know about any upcoming events or ask for feedback on what group wants to know more about.

10. Use polls to gather thoughts/info which you can use in your discussion posts and to plan future events. *If you wish to use Polls during your event, please notify the Volunteer Team of your questions and answers in advance so we can add these to your Event Zoom link.*

After the Event

24 hours **after** the event:

- the password to the Zoom account will be changed and you will therefore no longer be able to log in
- The Volunteer team will send you a participant list, so you are able to identify who joined your event and follow up with them on Connect
- A copy of the chat conversation from your event will store automatically on the local drive (Documents/Zoom) of the device on which you hosted the Zoom event.