



THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE ■

Welcome to 'How to run an engaging event'

THIS SESSION WILL START SHORTLY

Please ensure you are on mute and turn your camera off. Post in the chat if you have questions at any time. Please note the session is being recorded.

PRESENTERS

Louise Jones, Senior Communications Manager (Research and Knowledge Exchange) l.jones2@lse.ac.uk

Hayley Reed, Marketing Projects Manager h.reed@lse.ac.uk

Beth Hannon, Director, Forum for Philosophy e.hannon@lse.ac.uk

Matt Ward, Events Administrator, comms.events@lse.ac.uk

Antigoni Boulougari, Events Manager (International and UK) comms.events@lse.ac.uk

lse.ac.uk/kei



KEI Integrated Service / LSE Communications Division ■

Event Pre-Planning

- **Who** and **why?** Plan your event with the people you want to engage with in mind
- Match audience to **event type**, **event format**, **event timing**
- **TYPE** e.g. public event or targeted roundtable?
- **FORMAT** e.g. lecture, panel discussion, conversation, audience interaction
- **ACCESSIBILITY**
- Wider engagement plan



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Zoom Webinar

Zoom Webinar vs Zoom Meetings

Scheduling a Zoom Webinar

Roles Within a Zoom Webinar

Running a Zoom Webinar & Key Settings to Remember

lse.ac.uk/events

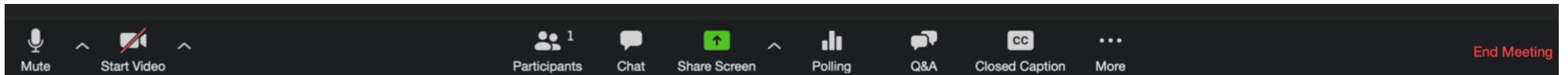
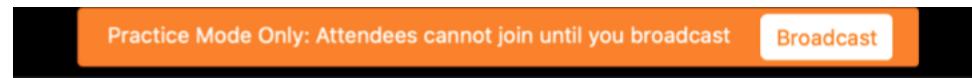
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LSE Events ■

Differences between a Zoom Webinar and a Zoom Meeting:

- Attendees cannot be seen nor heard unless given special permission by a host/co-host to do so.
- Zoom Webinar gives you the option to have a Q&A during your event – this is done through attendees typing their questions into the Q&A box.
- Anyone with their video turned off cannot be seen by the attendees in any capacity.
- Rather than a Meeting's 'Waiting Room', Webinar has a 'Practice Session', where those organising and speaking at the event can gather before pressing 'Broadcast' to go live to the attendees who are waiting.



To set up and run Webinars on Zoom, you will need to:

- Have authenticated your LSE email address through Zoom – lse.zoom.us
- Download the Zoom app – zoom.us/download
 - You must also be logged into the app with through Single Sign-On
- Have a Webinar licence assigned to your account
 - This can be done through DTS (Dave Young)

To schedule a Zoom Webinar:

- Visit lse.zoom.us and click the 'Sign in – use your LSE email address and password'
- Click on 'Webinars' on the far left-hand side
- Click 'Schedule a Webinar'

The screenshot shows the Zoom web interface. The left sidebar has a 'PERSONAL' section with 'Webinars' highlighted. The main content area has tabs for 'Upcoming Webinars', 'Previous Webinars', and 'Webinar Templates'. A 'Schedule a Webinar' button is visible. Below it, a table lists upcoming webinars. Red arrows point to the 'Webinar Templates' tab, the 'Schedule a Webinar' button, and the 'Two Faces of Populism' event.

Start Time	Topic
Today 03:30 PM	TEST RUN - Making Wellbeing the Goal
Today 04:00 PM	Two Faces of Populism

Scheduling a Zoom Webinar

PERSONAL

[Profile](#)
[Meetings](#)
[Webinars](#)
[Recordings](#)
[Settings](#)

ADMIN

[User Management](#)
[Account Management](#)

[Attend Live Training](#)
[Video Tutorials](#)
[Knowledge Base](#)

[My Webinars](#) > Schedule a Webinar

Schedule a Webinar

Topic

My Webinar

Description (Optional)

Enter your webinar description

Use a Template

Select a template ▼

When

11/24/2020

1:00 ▼

PM ▼

Duration

1 ▼

hr

0 ▼

min

Time Zone

(GMT+0:00) London ▼

☐ Recurring webinar

Important settings to remember:

- Tick Registration as 'Required' if you want attendees to have to register for an event.
- Add in a 'Webinar Passcode' if you want to add an extra layer of security.
- Tick 'Q&A' if you want your Webinar to include a (typed) Q&A with the audience.
- Tick 'Enable Practice Session' to ensure there is a virtual 'green room' that background staff and speakers can enter before 'Broadcasting' to the attendees.
- In 'Alternative Hosts', enter any users you wish to be able to start the 'green room' and/or 'Broadcast' the Webinar – this is useful if you are unable to be at the Webinar yourself.

Registration

☒ Required

Webinar Passcode

☒ Require webinar passcode

931346

Video

Host

☒ On ☐ Off

Panelists

☒ On ☐ Off

Audio

☐ Telephone ☐ Computer Audio ☒ BothDial from United Kingdom and other 1 country [Edit](#)☐ Allow attendees to use toll-free and fee-based toll call numbers☐ Allow attendees to use Call Me

Webinar Options

☒ Q&A☒ Enable Practice Session☐ Require authentication to join☐ Automatically record webinar☐ Approve or block entry to users from specific regions/countries

Alternative Hosts

joe.bloggs@lse.ac.uk,mary.bloggs@lse.ac.uk

Once the basic structure of the event is completed, you can click 'Schedule' and it will save itself. Click 'Edit this Webinar' to change any settings.

You will then see that there are further customisable options, including:

- Invitations → add in 'Panelists'; customise reg page questions; check reg numbers
- Email Settings → customise communications with registrants and attendees
- Branding → customise the registration page with a banner and/or logo
- Polls/Survey → create a Poll to be used in the Webinar event
- Q&A → customise the Q&A settings (e.g. anon Qs, upvoting, comments)
- More → shows possible live stream destinations and settings

[Save this Webinar as a Template](#)

Edit this Webinar

Start this Webinar

Invitations

Email Settings

Branding

Polls/Survey

Q&A

More

Scheduling a Zoom Webinar


Invitations
Email Settings
Branding
Polls/Survey
Q&A
More

Title

Two Faces of Populism

Banner

Your banner is displayed at the top of your invitation page.



Change

Delete

Add Description

Image requirements:

- GIF/JPG/JPEG or 24-bit PNG
- The maximum dimensions: 1280px by 1280px

Logo

Your logo is displayed on the right side of the webinar topic on your invitation page, registration page, and in the email invitation to the webinar.


Upload

Image requirements:

- JPG/JPEG or 24-bit PNG
- The maximum dimensions: 600px by 600px

Speakers

You can add information for up to 3 speakers in your webinar. Attendees see the speaker information in the email invitation and on the registration page.




Professor Barry Eichengreen

Edit
Delete

George C. Pardee and Helen N. Pardee
Pardee Professor of Economics and Political Science @University of California, Berkeley

Barry Eichengreen (@B_Eichengreen) is the George C. Pardee and Helen N. Pardee Professor of Economics and Political Science at the University of California, Berkeley. Professor Stephanie J. Rickard is a Professor of Political Science at the London School of Economics in the Department of Government.



Professor Stephanie J. Rickard

Edit
Delete

Professor of Political Science
@Department of Government, LSE

Stephanie J. Rickard (@SJRickard) is a Professor of Political Science at the LSE in the Department of Government. Her research examines the effects of political institutions on economic policies. She has appeared on various media outlets to discuss events in the global economy, including BBC Radio 4's flagship Today programme.

Add another speaker

Theme

You can choose the theme colors for your webinar registration page from a predefined set, or you can define your own set of theme colors.

Header Text

Button

Change Theme

We have found that the ideal banner dimensions are 1280x200

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LSE Events ■

Event Roles:

- EP1 – event lead who co-ordinates logistics and runs the key tech processes (e.g. broadcast, live stream, muting, ending the webinar)
- EP2 – on hand to support any tech issues, but also manages the recording, holding slides, and chat texts
- Departmental Staff (x2) – key contact with speakers, manages the Q&A both on Zoom and Facebook

Zoom Roles:

- Host – typically EP1, who has access to start the Webinar ('green room' and broadcast), set up the live stream, control permissions for other users
- Co-host – typically EP2 and Departmental Staff, who have access to start the webinar, and control some (not all) permissions for other users
- Panelist – typically speakers and Chairperson, who only have access to control their own Zoom settings

Using Zoom Meetings:

- Zoom Meetings are different to Webinars, but utilise the same basic software and possess similar functionalities
- Every LSE staff member has access to a 300 capacity Zoom Meeting licence
- To utilise Meetings for an event you should:
 - ✓ Schedule a Zoom Meeting and include a registration page if required
 - ✓ Enable a 'Passcode' and a 'Waiting Room'
 - ✓ Send the registration/joining link/passcode only to those who you trust

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Running a Zoom Meeting

Registration	<input checked="" type="checkbox"/> Required
Schedule For	<div>Myself</div>
Meeting ID	<input checked="" type="radio"/> Generate Automatically <input type="radio"/> Personal Meeting ID 690 316 9717
Security	<div><input checked="" type="checkbox"/> Passcode <div>647702</div><p>Only users who have the invite link or passcode can join the meeting</p></div> <div><input checked="" type="checkbox"/> Waiting Room<p>Only users admitted by the host can join the meeting</p></div>
Video	<div>Host <input checked="" type="radio"/> on <input type="radio"/> off</div> <div>Participant <input checked="" type="radio"/> on <input type="radio"/> off</div>
Audio	<div><input type="radio"/> Telephone <input type="radio"/> Computer Audio <input checked="" type="radio"/> Both</div> <div>Dial from United Kingdom and other 1 country Edit</div>

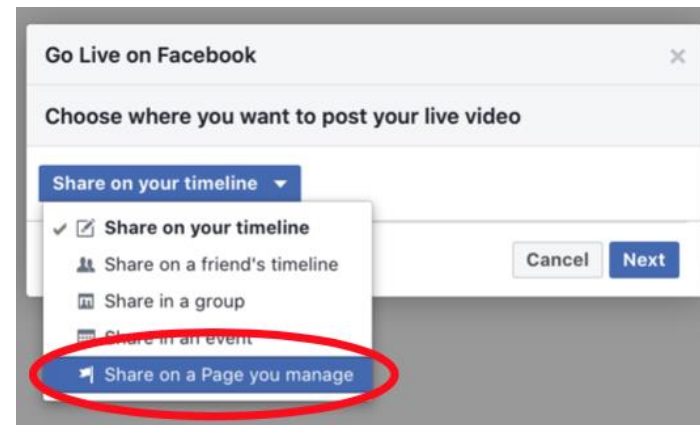
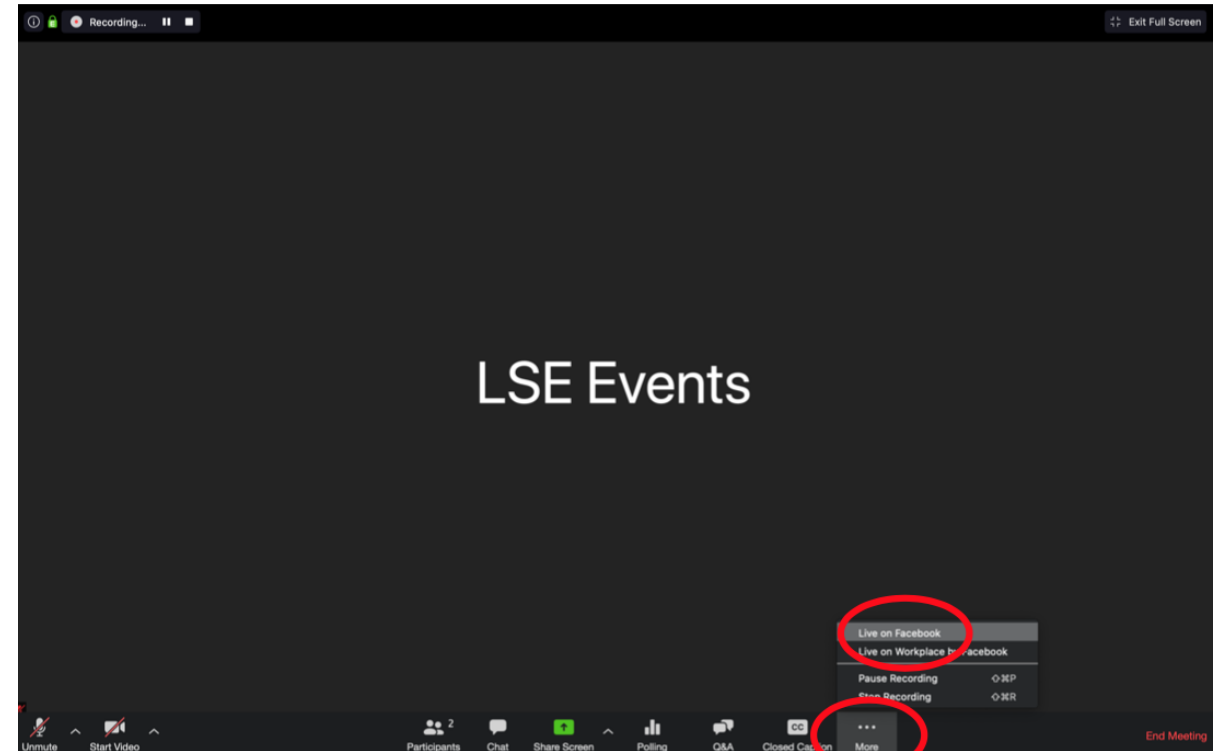
Extending Your Audience:

- If you wish to make your event public, without the risk of 'Zoom bombing', you could live stream to Facebook, YouTube, or a custom streaming service.
- You must be the Meeting 'Host' to do this and be an admin of the social media page you wish to live stream to.
- Example:
 - Just before starting your event, click 'More', then 'Live on Facebook'
 - This will re-direct you to a browser window
 - Click 'Share on a Page you manage'

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Running a Zoom Meeting



LSE Events ■

Further Guidance:

- If you plan to use Zoom to run online events, always test beforehand → this is the best way to become familiar with Zoom's features and how best to manipulate the software for your Event's needs
- Utilise Zoom's Help Center for further support - <https://support.zoom.us/hc/en-us>
- Contact the Events Team (comms.events@lse.ac.uk) for additional support. We have the following guides:
 - How to Schedule a Zoom Webinar
 - Zoom Webinar's Key Features
 - How to Schedule and Run a Zoom Meeting
 - Audio and Visual Reference for Speakers and Chairs
 - Setting a Virtual Background
 - Zoom Webinar Post-Event Reports



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Online Events

Dos and Don'ts

Public Lecture Programme (PLP)

lse.ac.uk/events



Do!

- Think about your chair – chairs should be snappy, short in intros and good at explaining the format
- Ensure there is diversity in your panel
- Consider your audience's location
- Check for clashes in the School's events calendar
- Speak to your department's events organiser
- Arrange a test run with your speakers and chair before the event
- Brief your speakers and chair in writing and verbally in advance
- Check that your speakers have good sound and lighting and are in a quiet room
- Have clear instructions for attendees on how to watch the event
- Stick to timings and ensure there is enough time for the Q&A

Don't!

- Don't run the event by yourself – make sure you have support
- Don't assume engagement – interactive elements are important
- Don't overrun and don't host events longer than 90 minutes
- Don't use too many or over complicated slides
- Don't have more than 4 speakers per panel
- Don't host events early in the day
- Don't forget the basics: turn off your phones and any sound notifications
- Don't forget the drop out rate – more people will sign up than they will attend

LSE's PUBLIC LECTURE PROGRAMME (PLP)

- The LSE Events Office run the School's Public Lecture Programme, a key part of the 'public face' of LSE. The purpose is to position LSE at the centre of debate in all areas of the social sciences.
- You can apply for our office to be involved in the organisation of your event
- Broad topic (nothing too niche) that would appeal to a wide demographic of members of the public, staff, students and members of the press
- Audience engagement - opportunity for Q&A and/or polling
- 1-1.5 hour duration

Before applying to the PLP – online events

Once you have identified possible speakers and have an event proposal, get in touch with the team at comms.events@lse.ac.uk to pencil in a date on our PLP schedule.

Ensure that your event speaker line-up is diverse and inclusive: Equity and Diversity in the Public Lecture Programme: Policy Statement

Ensure you select a chair who meets the criteria as outlined in the Code of Practice on Free Speech

Speak to your department's Event Organiser

Apply to the PLP by the following deadlines:

Summer Term 2021 - Friday 5 March 2021

Michaelmas Term 2021 - Friday 23 July 2021

Lent Term 2022 - Friday 29 October 2021

LSE EVENT PROCESSES AND REQUIREMENTS

Questions to ask yourself throughout the planning process:

- Is my event panel of speakers diverse and appropriate to the nature of the event? Or is there an opportunity for a respondent if as single speaker event?
- Is there anyway to engage and include other LSE departments?
- What active engagement will the audience have?
- Does the event chair meet the requirements?
- Is there an opportunity for book sales?
- Is there an option for an interactive post event meeting for selected VIPs and students?
- Are there any security concerns?
- Can I link this event to any LSE research?
- Could one of the speakers write a blog post which would help promote the event?
- Can I find some innovative ways to advertise via social media, film and audio etc?