**Research and Events**

**LSE Public Lecture Programme**

The LSE Events Office run the School's Public Lecture Programme consisting of around 100-150 events per academic year. The Public Lecture Programme is 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. LSE research is relevant to the real world, rather than an "ivory tower" and these lectures aim to enhance the School's reputation for intellectual, challenging ideas and discussion with a broader public audience.

In April 2020, we moved our events programme online enabling us to reach a new global audience. Hosting these events online has increased our maximum capacity of 470 participants (our largest lecture theatre) to allowing over 1000 to tune in online to engage live. These virtual events are accessible via two platforms - Zoom Webinar; and a simultaneous live stream on the LSE Facebook page, cross-posted to various departmental Facebook pages where appropriate. Both platforms allow the audience to ask questions and actively engage in the discussion. Following the event, a podcast available for download via the [LSE Player](http://www.lse.ac.uk/lse-player), can ensure you attract a wider global reach (subject to the speaker’s permission).

Just over 30,000 people have registered to attend these virtual events since the launch on 29 April.

Here is our latest list of forthcoming online events: <http://www.lse.ac.uk/Events/Search-Events>

**Why should I participate in an LSE event?**

* **Online events provide you with a great opportunity to engage with a vast demographic.**

From 29 April to 19 June, our online events programme has attracted a live audience of over 23,000 viewers across 36 events.

Our highest number of live views via Zoom was 1181 for the event entitled [Behavioural Science in the Context of Great Uncertainty](http://www.lse.ac.uk/Events/2020/05/202005131400/behavioural-science). However, you should not assume that this is as far as your reach can go; our highest podcast statistic for online events to date is for [COVID-19 and Deglobalisation](http://www.lse.ac.uk/Events/2020/04/20200430t1600/COVID19-and-Deglobalisation), which has 27,576 downloads.

* **Global reach from the comfort of your own office/home.**

[Responding to a Pandemic: the view from Latin America](http://www.lse.ac.uk/Events/2020/05/202005221600/Responding-to-a-Pandemic-the-view-from-Latin-America) attracted a live audience of over 1500 viewers from 44 countries, including UK, Brazil, USA, Mexico, Colombia, Panama, Indonesia, South Africa, Poland and more. How else can you attract a live audience of such a global nature without having to travel?

* **Active event and research engagement.**

On average, online events receive 61 questions posed to speakers by audience members across the globe. The audience can submit questions live via the Zoom Q&A function and via the Facebook live stream. It is not often possible to answer all the questions during the event due to time restraints but it is feasible to answer these via a [blog post](https://info.lse.ac.uk/staff/services/knowledge-exchange-and-impact/kei-guide/academic-blogging) after the event, or by producing a [short video](https://info.lse.ac.uk/staff/divisions/communications-division/film-and-audio). Our highest number of questions posed for a 90 minute event has been 138.

Polling can be utilised in a variety of ways within events and can enable you to gauge audience priorities. One example of how you could actively engage with your audience is by posing a question at the start of the event to see what the initial responses are, then after your presentation/panel discussion, you could pose the same question again to see if people’s opinions have changed.

* **To enable you with an opportunity to engage with other speakers who work in similar fields of research.**

When participating in a panel discussion on campus, there are usually opportunities for face-to-face meetings before and after – such as green room meetings, dinners etc. This is obviously only possible when speakers have availability to travel to campus though. The fact that events are now online means that we are seeing very high profile speakers participate in our events at reasonably short notice, as they no longer need to travel, and can take part from wherever they are in the world! Think big – who would you like to invite to participate in a panel discussion or an ’in conversation’ style event with you?

* **It’s free!**

Yes, that is correct! LSE Events used to charge departments a contribution towards the cost of the lecture, which covered various aspects such as stewarding, and AV costs. However, since switching to online events, we have waived this fee and so there is no cost to you or your department.

* **You get the support of the Communications Division.**

Once your event is accepted as part of the [PLP](https://info.lse.ac.uk/staff/divisions/communications-division/events-office/information/online-events-application-form), we work on promoting the event by collaborating with colleagues in Social Media, Media Relations, Internal Communications, and Film and Audio, so you get the full support of our Comms expertise.

* **To form part of your overall research campaign.**

Events should never be a standalone entity and should therefore run alongside a whole range of other knowledge exchange and engagement activity to disseminate your research. Within an event, we can send messaging out to the audience directing them to any relevant webpages, blogs, research papers etc. We can also offer the opportunity for you to link through to your own survey page should you wish so you can engage with the audience further.

For examples of interesting LSE research campaigns take a look at [KEI Case Studies](https://info.lse.ac.uk/staff/services/knowledge-exchange-and-impact/examples-of-kei-activities).

**How can I participate in an LSE public event?**

There are many options for participating in an LSE public lecture; you may be interested in presenting your research and then engaging in a Q&A session with the audience; or you may be interested in providing your view within a panel discussion; or taking part in an ‘in conversation’ style event. Should you want to find out more about options available to you, please contact comms.events@lse.ac.uk. Alternatively, you could discuss your ideas with your Events/and or Communications Manager within your department and subsequently, they can submit a [PLP application form](https://info.lse.ac.uk/staff/divisions/communications-division/events-office/information/online-events-application-form).

For examples of past LSE public lectures, please take a look at the [LSE Player.](http://www.lse.ac.uk/lse-player)

**Setting up your own departmental event on Zoom**

Having read the above information, you may decide to set up your own departmental event via Zoom rather than apply to be part of the [PLP](https://info.lse.ac.uk/staff/divisions/communications-division/events-office/information/online-events-application-form). If so, then the below information gives a step by step guide on how to set this up using the standard LSE Zoom license. Zoom offers the potential to upgrade to Zoom Webinar, an add-on that is more suitable for large audiences tuning in to Zoom live. However, not all departments may be able to cover the costs of this additional license. Therefore, the cheapest and alternative way is to use Zoom Meetings, but with some additional restrictions and additions that you may not be familiar with. This document will explain how to use Zoom Meetings with restricted attendee capacity but further live streaming capabilities. This way, you are able to invite your speakers and panellists as normal but reduce the chances of security breaches from unwanted attendees.

1. Sign into your LSE Zoom account on your web browser by following this link: https://lse.zoom.us
2. ***You must be using the Zoom browser rather than the app for these stages, otherwise some settings won’t appear for you (i.e. it has been found that the registration tick box is unavailable when setting up a Meeting on the Zoom app, but is available when setting up on the Zoom website browser***
3. Go to the ‘Meetings’ tab on the left-hand side and click ‘Schedule a New Meeting’.
4. Enter your title, topic, date/time, and any additional features you need to set the event up.
5. Tick the box ‘Required’ next to the ‘Registration’ section – **this is the most important part!**
6. Make sure ‘Video’ is set for both hosts and participants and select ‘both’ for the audio option.
7. Tick ‘Enable waiting room’.
8. Enter the emails of anyone you would like to be able to be a ‘co-host’ of the meeting in the ‘Alternative Hosts’ box. This might be departmental members, but would also be useful for any Speakers and Chairs
9. Save your meeting

Because you have turned on registration, only those who register can access the live Zoom event. Whoever you give this link to will be able to register (up to 300 people). Therefore, you should send the link to only those people who you want on the event. This may be only the Hosts and Panellists but could also be a selection of audience members that you would like to be at the event proper and who can ask questions. For the public to view the event, they will have to view it through the Live Stream (see below).

Finish setting up your event with the additional options beneath the scheduled Meeting:

* 1. Under ‘Registration’, you can set whether you want to manually or automatically approve registrants to make sure you know who is attending. You can also set to receive an email notification every time someone registers
	2. Under ‘Email Settings’, you can change the email address and display name of any email correspondences with attendees. You can also tailor the email registrants receive after registering
	3. Under ‘Branding’, tailor how you would like your registration portal to look visually

You are now ready to start your event. Follow these steps below to ensure maximum security and begin the Live Stream to Facebook. Follow Dave Smith’s useful video to learn how to do this best: <https://www.youtube.com/watch?v=qMWRkdW850c&feature=youtu.be>

1. Because you have enabled a waiting room, any assigned co-hosts can enter before the

feed goes live to non-Hosts. Use this time to make sure everyone is familiar with the technology. It is during this time that you can also play around with settings etc. (this is up to you!)

1. Once you are ready, begin the Meeting so that others can join on – remember, only those that you sent the registration link should be able to join
2. In whatever way you see fit, let the audience know that you are setting up the live stream and will begin soon
3. Whoever is an admin of their departmental Facebook page needs to be the person to set up the live stream. They also must be the Host of the meeting, so do bare this in mind when assigning Hosts (although this can be changed in-meeting if necessary)
4. The person setting up the live stream should click ‘More’ at the bottom of the screen and click on the ‘Live Stream to Facebook’ option. This will then redirect you to your Facebook account
5. Be sure to set the correct page you wish to post to – the departmental page should appear under the ‘share to a page you manage’ if you are an admin. Click this option and follow through the steps on screen. Set a title, description etc. (which you can type beforehand and copy/paste). If you have already created an event on Facebook for this event prior to starting the meeting, you should be able to click that event and it will post directly as part of that event
6. Click ‘go live’ and ensure you can see the Zoom event that is waiting to begin. People who follow your page will get a notification telling them your page has ‘gone live’. Others can then share and post on the live stream on Facebook
7. Tell your Chair/Host through a private chat (can be done on Zoom by sending a direct message, or through another software) that the live stream is ready, and they can begin. Wait and double check that the live stream is working and that you can see the event in progress

During the event, to avoid interference from unwanted audience members, you will have to tell them to turn off their video and audio, and to either use the ‘raise hand’ or ‘chat’ function to ask questions. If an attendee raises a hand, you can then invite them to unmute themselves and ask a question during your Q&A. Alternatively, have attendees ask questions in the chat, and assign a staff member to moderate it and update the Chair during the Q&A portion.

‘End meeting’ at the end of the event, and that will also stop the live stream.

**For more information**

The LSE Events team consists of:

Alan Revel, Head of Events

Terri Callanan, Deputy Head of Events

Antigoni Boulougari, Events Manager – International and UK

Matt Ward, Events Administrator

Please feel free to contact any of the events team using the following email address comms.events@lse.ac.uk should you have any questions.

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