



## OUR GUIDE TO 2021 EVENT HOSTS

**Thank you for hosting an event during Circular City Week New York.**

**We want to share a few things to consider when hosting an event virtually or in-person.**

**Full house:** The upside to virtual events is of course that venue constraints are often not a problem. The Circular City Week Website generates +35.000 visits, but do not rely solely on the event calendar to generate your audience. It is important you also share the event in your own exciting network. Also do remember that not all your registered attendees will participate on the days – virtual no-show rates can reach close to 50%.

**Exclusivity or limitations:** If you decide to host an invite-only event, we are also here to help generate interest. Our online system can gather “requests for invites” and then you decide who gets an invitation. You also freely decide if a registration fee is relevant for your activity.

**Help spread the word:** We would appreciate if you would help us make your invitees and participants aware that many other activities are taking place this week. Please share a link to the Circular City Week website, either in your invitation and/or registration page. It could be as simple as including: This event is part of [Circular City Week](#) New York. Visit the event calendar and check out the man many other activities taking place this week.

**Communication is key:** It goes without saying, but remember to communicate clearly with your attendees, both upon registration and afterward. More will attend your event if you make it easy for attendees to add your event to their calendar, clearly communicate what link they should use to access the event on the day, and share the materials afterward including access to the link if they missed it.

**SoMe till you drop:** We will be tweeting from as many events during the week as we can. Please be part of the movement and tweet about your activity. You can tag us on Twitter by using @CircularWeek and please follow us. You can also find us on LinkedIn and Instagram by using @CircularCityWeek. LinkedIn is a great place to share outcomes from your event and links for those who missed the live event.

**Share your success with us:** After the week, we will be creating a highlight page where people can access all the recorded events that are publicly accessible. So please share the link with us afterwards if your event was recorded and publicly accessible. If you have pictures, slides, recordings, and/or any other outcomes from your activity, that you would like to share, please also send it to us ([communication@circularcityweek.com](mailto:communication@circularcityweek.com)). We would love to help spreading the word and make you shine.

**Keeping it fun:** Great events often include interaction and possibilities for attendees to engage. Therefore, we urge hosts to create activities that get people talking. We are happy to help with ideas to formats or program elements that can keep your crowd involved event in these virtual times. Polls, breakout sessions, chat functions are available features in many online event systems. Also, remember that the attention span might be a bit shorter for virtual programs.

**Virtual event platforms:** Each host is responsible for hosting their own event, and hence also chooses which virtual platform to use. We have gathered a bit of info on some of the most widely used options. If you are having a longer or bigger event a license or subscription is often needed. However, these are not necessarily very expensive.

 [Zoom meeting:](#)

- The free version works for < 100 attendees, to host more attendees a license is needed. Check if your organization might already have a license. Includes full two-way communication audio and video, with the ability to chat, share screen, and breakout rooms.
- The free version only allows up to 40-minute group meetings, a license is needed to access unlimited duration of group meetings.
- Attendees do not require a Zoom account nor license in order to join a meeting and can join for free.

 [Zoom Virtual Webinar:](#)

- Zoom Virtual Webinar is an extension of Zoom that enables you to access additional features usable for hosting an online event. The number of attendees the system can handle depends on which subscription is chosen.
- Additional features include polling, performance reporting, Q&A and up-vote options, event roles, registration pages, communication features, additional streaming options to audiences on Facebook Live and Youtube.

 [Microsoft Teams meeting:](#)

- A free version of the Teams software is available for download. If your organization uses Microsoft, and Teams is sometimes part of the software package. Usually works for < 250 attendees, and with full two-way audio and video with the ability to share a screen and chat during the call.
- Prerequisite is that the attendee has either the Teams App, Google Chrome, or Microsoft Edge to attend the event.

 [Microsoft Team Live Event:](#)

- Microsoft Teams Live Events is an extension of Teams that enables you to schedule and produce events that stream to large online audiences. This extension is often available if you have Office 365 Enterprise E1, E3, or E5 license or Office 365 A3 or A5 license. Contact your organization's IT admin to figure out if this is an option for you.
- Works for < 10,000 attendees and additional features including event group roles, which enable you to give different permissions based on whether a user is organizer, producer, presenter, or attendee.

#### Webex meeting:

- The free version only allows up to 50-minute group meetings and can include for < 100 attendees. A license is needed to allow for longer meetings and more attendees.
- The free version includes full two-way communication audio and video, with the ability to chat, share screen, raise hand, breakout sessions, and polling. The free version also allows you to save recordings on your computer.

#### Livestreaming using Facebook or Youtube:

- Works for an unlimited number of attendees and is free for hosts and attendees. Provides an option to stream to an audience with audio and video, and the ability for users to chat. Be aware that this option may provide audio and sound of less quality than other options.
- This option does not provide the ability for attendees to register or moderate attendees watching, but it is a great platform for hosts who already have a large reach on either Facebook or Youtube.

**An engaging event:** In these virtual times it is so important to make sure you attendees are not just passive spectators. Creating events that keeps them engaged are thus key, and we encourage all host to use the means that your specific platform allows.

#### Create a **friendly environment** and get to know your participants.

- Play some music while attendees wait for the meeting to start.
- Use the chat functions to ask people questions like “where are you joining from” or “introduce yourself in the chat”.
- Ask for reactions during the event and allow for attendees to ask questions in the chat.

#### Create **engaging activities** that allows you and you speakers to better know your audience and that creates some additional ways for your attendees to take part in the event.

- Most web platforms allow you to create polls where you can ask you attendees everything from “Have you worked with circular design already?” or “Could you imagine using this tool in your professional life?”
- [Slido](#), and many similar solutions, allows you to create a cloud of words, which you for instance can display at the end of your session to see what attendees took most notice of or thought was the most important learnings they take away.
- [Kahoot](#) also allows you to create a quiz – which can be a great way to end a session or in a fun way tests peoples knowledge level before ethe vent starts.

#### Most platforms also allow you to create **breakout rooms**. This can be a great way to give your event more of a workshop feel or it can allow networking, where attendees can “meet” the speakers and ask them questions after the event.

#### Keeping people well informed can also include providing **downloadable materials** or in home materials. Share the publications your speakers are talking about as links in the chat or in an email afterwards.

**Tips for your virtual set-up:** Independently of which virtual platform you decide to use, it can be useful for you to consider the following:

- 🌀 Have you secured proper audio and video for all speakers?
- 🌀 Are all hosts and speakers using a stable and fast internet connection?
- 🌀 Are the speakers' settings and locations optimal surroundings for the virtual event (lighting, camera angle, and objects in the background)?
- 🌀 Are you able to do a test run or walk-through of the virtual set-up for the event organizers and speakers?

**In-person events:** No one knows precisely what will be possible in late March 2021 and how the Covid-19 situation develops. But we are hopeful that in-person tours, activities centered around retail spaces and restaurants, and perhaps small in-person activities could be possible. If you decide to host an in-person event, please carefully follow all the local rules regarding occupation limits, distance requirements, and the like.

**The age of digitalization:** In the last years we have provided advice on how to create zero-waste events. This included considering if single-use plastic is necessary, sustainable food/drinks options, and how to utilize digital tools for registration. Due to many events being virtual all these issues are solved easily, but we do of course hope you will be mindful hosts and keep circular practices in mind.

**Thank you for your highly appreciated support of Circular City Week. There would be no week without all your wonderful events.**

Best regards,



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**Director**

[www.circularcityweek.com](http://www.circularcityweek.com)