

## **The LikeToBe Guide to Online Events**

Just like putting on a face-to-face event, online events need a similar level of planning and preparation, but the beauty of online or virtual events, is the opportunity to give more value at a lesser cost which, in turn, benefits the attendees, exhibitors, speakers and sponsors. Of course, in these times of the pandemic and face-to-face meetings prohibited, online activities are the way forward.

LikeToBe have developed this guide to help you plan the perfect event: from inviting contributors to record presentations or inspiring career talks to creating opportunities for networking and developing work relationships.

If you are planning an online Careers Event, you can rely on LikeToBe to help:

### **How do you create a virtual Event**

To hold a virtual event, you need to start with an online platform – there are many options out there from videoconferencing tools; webinar software; virtual meeting rooms or full-conferencing virtual event platforms – it can be a minefield and costly. However, LikeToBe is an all-in-one solution, and can produce virtual exhibitor booths; online workshops; live and pre-recorded career talks; live streaming and networking. We work with you to find out what you want and advise and recommend where necessary.

Once you decide on your event, you will need to think about who you would like to invite to participate. LikeToBe has a substantial database of organisations who have contributed content and this network of businesses, providers and partners are growing all the time. You can invite your own network of contacts; asking them to contribute pre-recorded career talks, links to their website; participating in Q&A sessions; competitions; offering work experience opportunities; virtual tours of their premises; job-role focuses – the possibilities are many.

### **How long should your online event be?**

That is up to you. Think about your audience? Who is going to be involved? What is your event – is it a Careers Fair and do you want parents/caregivers and members of your local community to attend or is a more focused activity such as a STEM fair or Creative Arts Information session. Really, the length of the activity is up to you. Here at LikeToBe, we can host whatever is required by you. We have worked with organisations who want a 2-day event, or those who only want an activity that lasts for a couple of hours. However, the content remains on our website for further viewing, so can be accessed and referred to for future use.

### **How does a virtual Careers Event work?**

An online Careers Event can use a similar format to that as a face-to-face one, except there is no travelling, refreshments, venue hire, parking etc.

You can still have keynote presentations; an opening welcome; different zones; career talks; industry/employer profiles; workshops; Q&As sessions; competitions etc – LikeToBe can facilitate all of these. We use a mixture of pre-recorded and live content.

Delegates and visitors can still register for the event and will be asked to create a profile. This means that from the outset, the networking opportunities are available. It is a very simple process, with step-by-step instructions provided. Your visitors and participants will then be able to access the event via their laptop, tablet or phone (NEED TO CHECK) from wherever they are. There is also no restriction to how many people can access the event, so you will be able to reach a bigger audience and expand your network.

### **How do you keep attendees engaged at online events?**

The best way to keep attendees engaged is by having a varied programme, lots of information and stimulating speakers. Also, by allowing people to interact and “meet” others (in a safe environment) you will keep interest and motivation high. LikeToBe can facilitate this by designing polls, competitions, Q&A sessions, forums, interactive demonstrations; workshops. By keeping presentations short and impactful, it will be easier to keep distractions to a minimum. When you brief your participants, you will need to remind them to produce engaging presentations or career talks and to be energetic, fun and motivational. Ask them – “would you want to listen to yourself?”

### **How do you know if your event has been a success and how many visitors did you have?**

For a small fee, LikeToBe can provide metrics and data of traffic to the event; which activities proved more popular and behavioural information about your attendees. This will help you analyse your event and be important when you plan your next event or activity.

### **Examples of Online Activities:**

- \* **Series of Online Careers** activities – use the platform to do more focused industry spotlights – STEM; Creative Careers; Construction etc – Invite organisations to participate in a mini-industry career fair
- \* **Series of Online Employability Workshops** – for a fee, LikeToBe can run a course of employability skills workshops. Our proven training sessions have been developed and run in Universities and are delivered by qualified professionals
- \* **Networking Practice** – by creating profiles, this is a soft-introduction to networking and perfect for young people to start to develop this crucial business skill in a safe environment. They build a digital CV which is searchable by employers through their skills, interests and career goals rather than by their name. The young person can “follow” employers, post questions through a safe forum and build relationships.

- \* **Inspiring Career Talks** – LikeToBe has a vast library of career talks in a range of different industries; qualifications and career routes. All of them are easily searchable and are a great resource for Careers and Subject lessons.
- \* **Weekly Employer Talks** – invite your Employer, Provider and Partners to live stream and give a talk/presentation. These talks can be recorded and added to your organisation’s library of contributors for use at a later date as well and also added to your online careers events. There will be no need for employers to travel to your site as they can beam in from their offices/premises and you can look further afield to encourage a wider selection of contributors. Recording the talks means that you can access/broadcast them at a time that is more convenient for you and your day.
- \* **Panel discussions** – a great way of getting interaction, opinions and discussion, then work with LikeToBe to organise a panel of “experts”, students, providers etc to do a discussion and encourage young people to take part, ask questions and feedback.

## **Conclusion**

The world of online has opened up the possibilities for Careers and Employability and LikeToBe can make it happen. Contact us on [info@liketobe.org](mailto:info@liketobe.org) to discuss your requirements and how we can create them. We look forward to working with you.

[www.liketobe.org](http://www.liketobe.org)