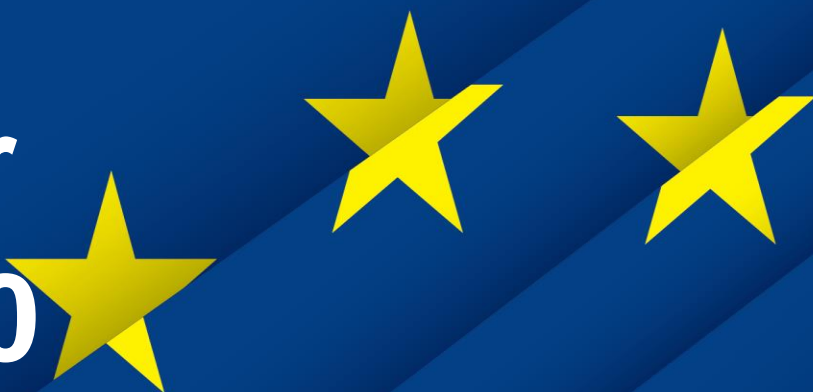


# Newsletter No. 1/ 2020



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## **Recommendations on hosting online events**

It's impossible to imagine the present day world without cutting-edge technologies, especially video conferencing, in a cross border context. Even if the present circumstances require considerable amounts of adjustment from our part regarding our planned events, we, as implementing teams of the Joint

Operational Program Romania Ukraine 2014-2020, have to insure the proper visibility of our projects and of course, of the Program. Challenging as it may be, shifting from live events to virtual or hybrid happenings has become the new paradigm of life and event planning after the Coronavirus crisis.

We now have to choose the right event format, having in mind the main information that must be publicized and regarding the EU financing, the project title and the priority addressed, composition of the partnership, project objectives, results and main outputs etc., thus developing a secure, engaging virtual environment.

While readjusting and adapting to the situation, try to avoid mass gatherings and creatively organize other types of smaller events with a manageable audience. If one chooses the path of webinars and video conferencing, know that these instruments have been incorporated in delivering the messages of our projects worldwide and yet this process proceeds by leaps and bounds everywhere and involves almost every side of our communication.

Here are some of the advantages of organizing an online event:

- **Time & Cost Savings.** Virtual alternatives allow the event to accommodate more participants who are not able to travel, allow to comply with social distancing measures and ensure the prevention and health of participants who can follow it from all around the world.
- **Education & Collaboration.** Interactivity through live chat between the host and the attendees, as well as between the participants themselves, allows the webinar host to interact with their audience, have an exchange and build a relationship, but also improve the webinar based on the feedback received. Interactivity is the key.
- **Accessibility.** Attendees can register themselves anytime, day or night. Participants can attend from the comfort of their homes or anywhere in the world on the go, as long as they have a computer or mobile device and Internet connectivity. Because virtual events are so easy to attend, the attendance rate can go up to over ten times higher than a physical event ever could.

Although there are many elements to running a great webinar, we have to stress again that one has to take into consideration the specifics of the project and the mandatory communication actions. As for public events, there has to be a minimum of 20 participants which are considered relevant for the objectives of the project and the organizer has to rely of the participation of local/regional media.

As mentioned above, a great webinar is an interactive one. Planning an interactive webinar really is the most important thing to focus on. Here's what makes an interactive webinar so important.



A proactive, coordinated and action-based webinar maintains audience attention. An effective webinar keeps your prospects engaged, interested, and focused on the content for far longer than any other medium. Did you know that the average shareholder will watch a webinar for an average of 42 minutes? That's surprisingly better time than we could get them to spend reading our whiteboard. This considerable attention rate for webinars is due mostly to

the large number of integrations for engagement tools that make an interactive experience. It's not difficult to make the webinar interactive by using some Q&A sessions, free to download resources, polls and surveys, and more tricks to attract and hold on to viewer attention.

Interactive webinars enable customization - and personalization is essential. That is not an easy task to accomplish when we are managing a bunch of stakeholders - but an interactive webinar offers us this opportunity.

A good webinar platform allows us to invite viewers to ask questions in advance or during the webinar. This way, our leads can bring up their own individual concerns, and give us the chance to turn our webinar into a personalized product demo that's tailored to every one of our viewers.

Here is a non-exhaustive list of most used digital communication tools, which help to improve communication between project partners, colleagues or stakeholders through direct messages, video/voice call, screen sharing, file sharing, etc.: Slack, Zoom, Workplace, Google Meet, Microsoft Teams.

For digital tools that help teams organize, track information, manage their workloads, making it easier to work on projects together, we should learn more about Trello, Asana or Jira.

## ZOOM

## GOOGLE MEET

## MICROSOFT TEAMS




- Free account available
- Access from all devices
- Host up to 100 people (free plan) & 500 people (paid plan)
- Up to 49 persons on screen
- Screen sharing and co-annotation
- Meeting participants can be placed in breakout rooms to hold small-group discussions.
- Additional features



- Download the app
- Time limit of 40 minutes
- Security problems 'Zoom-bombing'
- Purchase an audio conferencing plan for call ins



- Collaboration tools
- Send files through chat + instant messaging
- Full integration with Google Apps
- Host up to 250 persons for free until 30/09/2020
- No additional fee for call-in participants
- Access from all devices
- Recordings (in the cloud), file and screen sharing
- Automatic captioning is available
- No time limit on calls



- No waiting room for participants that join early
- Only person at a time can share his screen.
- Users Privacy can be improved



- Collaboration tools
- Full integration with Office 365
- Video conferencing with background blur
- Recordings (in the cloud), file and screen sharing
- Instant messaging
- Access from all devices
- Tabs to make finding information easy
- Automatic captioning is available
- No time limit on calls



- No waiting room for participants that join early
- Users Privacy can be improved
- No Grid view

Using digital communication tools saves time, increases communication, brings people together with no distance restriction, and keeps all our information in one place.

Of course, an interactive webinar, good networking and advertising aren't the beginning and end of a great webinar. The virtual event needs to be on a topic that's relevant to the target audience, to share high value content, and to be delivered in a way that's compelling and interesting. But while all those elements are important, it's when we capitalize our project's achievements and impact of our actions that we know for sure that our communication activities have succeeded.

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Romania-Ukraine  
ENI-CROSS BORDER COOPERATION

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