

FEBRUARY 2023, v1.6.1.

EVENT GUIDELINES (EXTERNAL)

THRIVE

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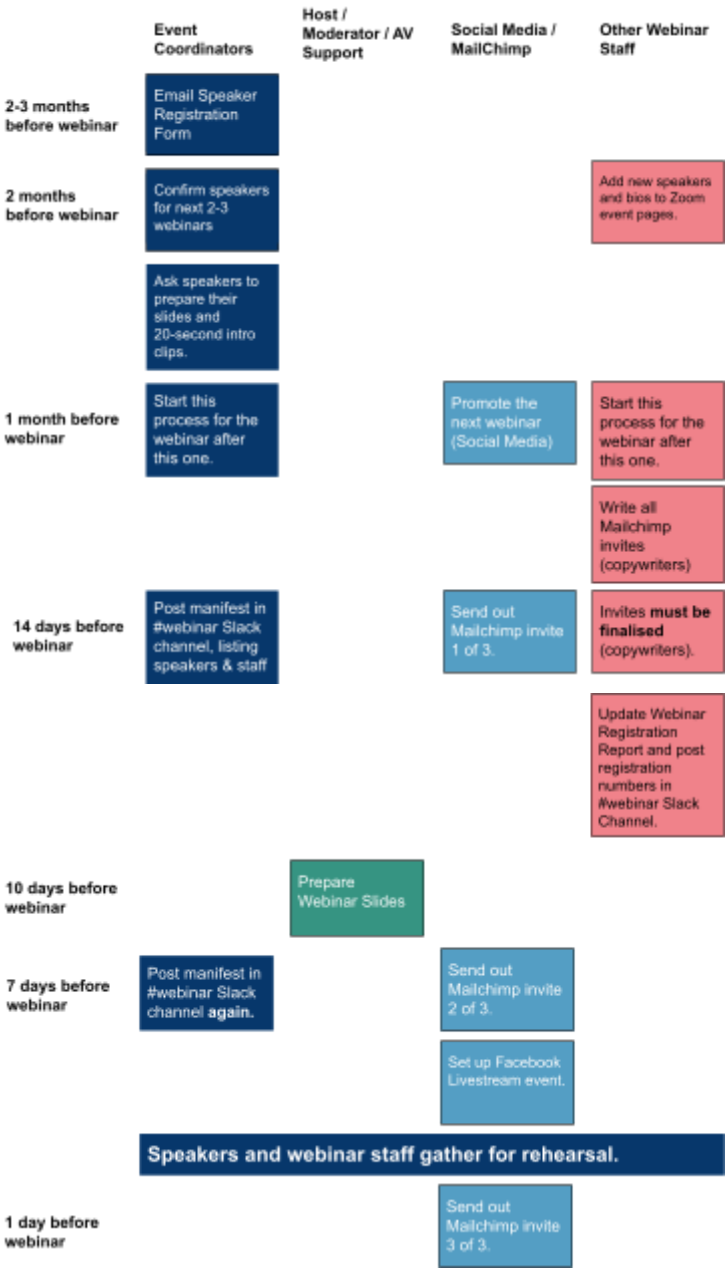
Webinar Timetable

For each webinar, these steps must be done - ideally, the webinar team should be working on multiple webinars at once, with each person moving to the next webinar once work on the current one is finished.

Event coordinators are responsible for making sure these are done.

The below image summarises the pre-webinar processes, while the next page has a table which **goes into detail on all webinar processes** *(pre-webinar, webinar and post-webinar)*, including where to find resources.



Detailed Timetable

When	What Needs To Be Done	Who is responsible?
Pre-Webinar		
2-3 months before webinar.	Email speaker registration form to potential speakers. More information is here. Send the form here: https://strive2thrive.earth/speaker/ Information on finding speakers: Click here. Information on contacting speakers: Click here.	Event Coordinators
2 months before webinar.	Confirm speakers for next 2-3 webinars. Email the speakers to let them know.	Event Coordinators
Immediately once speakers confirmed.	Update Zoom Event Pages to list the speakers and their bios.	Zoom Setup
Immediately once speakers confirmed.	Ask speakers to prepare their presentation slides and 20 second introduction clips, as soon as possible (for social media team).	Event Coordinators
Starting 1 month before webinar.	Start promotion for the next webinar on our Social Media Channels. More information on processes is here.	Social Media Team
1 month before webinar.	Start this process for the webinar after this one.	All Webinar Staff
14 days before webinar	Post a manifest in the #webinar Slack channel, listing who is responsible for each aspect of the webinar, speakers, and a link to the rehearsal. Post this again 7 days before, and on the day of the webinar.	Event Coordinators
14 days before webinar	Zoom Analyst will update Webinar Registration Report, and post registration numbers in the #webinar Slack Channel. Post this again 7 days before, and on the day of the webinar.	Zoom Analyst
14 days before webinar	All three Mailchimp webinar invites must be ready. They will be sent out 2 weeks, 1 week and 1 day before the webinar.	Copywriters

14 days before webinar	Send out first of three Mailchimp webinar invites.	Mailchimp Team
10 days before webinar.	Prepare Webinar slides.	Webinar Host
7 days before webinar.	Gather speakers and webinar staff for rehearsal. More information on rehearsal processes here. Record the webinar meeting and upload this to our NextCloud.	Speakers and All Webinar Staff
7 days before webinar.	Post the manifest in the #webinar Slack channel again. Update as needed.	Event Coordinators
7 days before webinar.	Set up Facebook livestream event. Send event page link to Facebook Livestream team (or #webinar channel if not known).	Social Media
7 days before webinar	Send out second of three Mailchimp webinar invites.	Mailchimp Team
1 day before webinar	Send out last of three Mailchimp webinar invites.	Mailchimp Team
Day of webinar.	Post the manifest in the #webinar Slack channel again. Update as needed.	Event Coordinators
30 mins before webinar.	Start Webinar meeting. Let staff and speakers in, but do not let guests in yet. Use the manifest in the #webinar channel to see who should be let in.	Host and AV Support
30 mins before webinar.	Set up YouTube OBS livestream. Have another person record this livestream.	YouTube Livestream Team (2 people, 1 to stream, 1 to record)
30 mins before webinar.	Set up Facebook OBS livestream, and send this to event page. Have another person record this livestream.	Facebook Livestream Team (2 people, 1 to stream, 1 to record)
10 mins before webinar.	Other staff and speakers will enter.	All webinar staff and speakers
Start of webinar: processes are described here.		All webinar staff and speakers

Day of Webinar

Post-Webinar

At end of webinar	Set the webinar livestream to be “Unlisted”. This is hidden, as we only need it as a recording backup.	YouTube Livestream Team
At end of webinar	Update the registration page URL to point to the next webinar.	@Morris at present (to be automated)
At end of webinar	Update the Webinar Registration Report. Add information on attendees.	Zoom Setup (to be automated)
90 mins after webinar.	Update webinar and speaker web pages	#website-refresh Slack Channel.
2 days after webinar.	Create webinar Write up and post to Website. More info about process is here.	Copywriters
1 week after webinar.	Create and upload webinar presentation videos. More info about process is here.	Video Editor

About THRIVE Events

The THRIVE Project hosts a wide range of events.

These aim to excite and inspire people outside THRIVE to act towards a thrivable future, and provide solutions on doing so in a fun and engaging manner. To this end, this aims to allow anyone to gather a team and help everyone in it to run such an event professionally.

Some examples of events we can run include:

- Webinars.
- Interviews with experts.
- Q&A sessions.
- Workshops to collect people’s thoughts/opinions.
- Many others…

Thrive Webinars

We host these on the third Tuesday of every month, at 6PM AEST (GMT +10).

These are online webinars based on the United Nations’ Sustainable Development Goals (SDGs). Webinars provide an opportunity for experts, specialists, researchers, or anyone with a passion for these fields to share their discoveries and experiences.

Each webinar has a different theme based on which month it is. These are based on the United Nations’ Sustainable Development Goals.

Month	SDG Theme	Focus
January	SDG 4 & 8 - Quality Education, Decent Work & Economic Growth	Discoveries
February	SDG 12 - Responsible Consumption & Production	Sustainable Business Models
March	SDG 3 - Good Health & Well-Being	Sustainability Metrics
April	SDG 13 - Climate Action	Sustainability Metrics
May	SDG 5 & 10 - Gender Equality & Reduced Inequalities	ESG Investing
June	SDG 6 - Clean Water & Sanitation	ESG Investing
July	SDG 9 - Industry, Innovation & Infrastructure	How to be Sustainable at Home
August	SDG 9 - Industry, Innovation & Infrastructure	Human Activity
September	SDG 11 - Sustainable Cities & Communities	Globalisation
October	SDG 1 & 2 - No Poverty & Zero Hunger	Innovative Policies
November	SDG 7 - Energy	Science & Technology
December	SDG 16 & 17 - Peace, Justice & Strong Institutions, and Partnerships for Goals	Policies Towards Sustainability

Event Roles

Successful events depend on people working together.

Make sure everyone can contribute, and knows what they need to do for a successful event. To this end, a list of people and their roles are below.
If you are stuck, refer to this table:

Who?	What they do:	When they act:
@organiser	• Build and maintain relationships with potential speakers. • Oversee the preparation, marketing and execution of the event. • Assist others if needed. • Send reminder to THRIVERS to join in slack channel #events #general	Planning, Promotion and Logistics
@host	• Introduce and conclude the event. • Introduce the speakers, Q&A session, quiz, and anything else that happens in the event. • Guides the schedule at the event and when speakers present. • Reads questions and comments gathered by **@moderators**. • Announce the quiz winner (if a quiz is run), based on who answers the most questions correctly and quickly.	Event Rehearsal and Execution
@speakers	• Provide their details and slides to us before the event. • Attend rehearsal 1 week before the event. • Deliver their presentation at the event.	Logistics, Event Rehearsal and Execution
@support	• Set up a Zoom meeting to make sure everyone but *@speakers, @host and @moderator* is muted. • Handle technical aspects of the event. • Alert speakers behind the scenes when they should present. • Provides an in-chat link to the quiz at the relevant time. • Launch polls when needed.	Event Rehearsal and Execution

	• Record the event and upload it to THRIVE's NextCloud for editing later. ○ This should include presentation slides, chats, and all documents. • If issues occur, they strive to fix them.	
@moderator	• Act as the voice of the audience during Q&A sessions to speakers. • Gathers the most relevant questions and comments for the **@host** to read. • Make sure discussions remain civil. • Remove and/or give warnings to those who disrupt the event.	Event Rehearsal, Execution and Post Webinar
@quizmaster	• Only used if there is a quiz. • If a webinar has less than two speakers, they create a 10-question, multiple choice answer quiz (with an extra tie-breaker question). • Create slides to display questions, and separate slides with answers. • They look up quiz winners on this table. • Sending a private message to the host announcing the winner (or if there is a tie). • *NOTE: They are the only ones who know the answers.*	Planning, Event Rehearsal and Execution
@quiz-speaker	• Only used if there is a quiz. • Takes the place of @SpeakerB for the quiz. • Displays these during the event when needed.	Execution

@obs-recorder	• Record the webinar using OBS.
	  ○ This person must not be doing any other role in the event.
	  ○ They cannot interact with the event during recording (including mouse over). This interferes with the recording.
	• Serves as a backup for the Zoom recording.
	• Make sure this person is familiar with using OBS.
		Execution

@sm-team	• *Short for "Social Media Team".* • Create social media marketing material from 6 weeks before the event. • Promote the event on our social media channels, starting from at least 4 weeks before the event. • Promotion keeps going until the webinar.	Promotion

@email-team	• Create email marketing material from 6 weeks before the event. • Promote the event on our email channels and newsletter, starting from at least 4 weeks before the event. • Promotion keeps going until the webinar.	Promotion

@video-editor	• Download event recordings on NextCloud, and edit them, this includes:
	  ○ Adding the intro and outro.
	  ○ Editing the sound and video to be as clear as possible.
		Post Webinar

Planning

Who is responsible: @organiser.

This step involves finding speakers, contacting them, and promoting the event on social media.

Why do we need speakers?

We need speakers to fill up the next 6-12 months of webinars.
We can also use speakers in other events, not just webinars.

The @organiser will need to find up to 2 speakers (and 1 extra backup speaker) for each webinar. Each speaker should have academic and/or professional experience in that webinar's theme, as listed in "About the Webinar" above.

If a speaker cannot make it, get the backup speaker will present.

> **NOTE:** Backup speakers can be THRIVE researchers who have made engaging presentations in the past. This is an opportunity for them to speak in front of a live dynamic audience.

Refer to the below sections on how to do this. The organiser may task others in doing these, as long as they oversee them.

Speaker Form - Gathering Information From Speakers:

Before we confirm speakers, we need information from them so we can promote them in the best light. This includes a headshot image, short biography explaining who they are, contact details, and other crucial information.

All confirmed speakers must be listed in the 'Webinar Schedule' page of the Thrivability Matters Webinar Calendar with their name, organisation (when necessary), headshots and contact details.
Aim to do this for the next 3 webinars.

Make sure the calendar has *the correct details* - all webinar staff use this to promote the speakers and refer to them during the webinar.

If an interested speaker has not provided their details, send them an email from events@strive2thrive.earth asking them politely to fill the form here: https://strive2thrive.earth/speaker/

Anyone who fills the above form will have their details appear in the 'Registration' tab of the Thrivability Matters Webinar Calendar.

You may also send speakers an email asking for clarification on any details.

Finding potential speakers:

There are several ways to find speakers:

- Searching for them on LinkedIn.
- Finding organisations that align with THRIVE's values, and having their representatives speak.
- If you need backup speakers, you can speak to THRIVE's research team in the THRIVE #research Slack. A researcher can speak about their work.

For LinkedIn:

- Search for experts in the webinar's theme, or like-minded organisations.
- Check their page to make sure they align with THRIVE's values (see above link).
- If on an organisation's page, search for a researcher or someone with a strategic position in the organisation, in their "People" section.
- Make sure they have knowledge in the webinar's theme, and align with our values.
- Once you can confirm that they have knowledge in a webinar theme, and align with our values, fill out their details in the Thrivability Matters Events Calendar sheet with their profile.
- If they do not provide an email address, install the Chrome extension "Apollo.io: Email Finder and Open Tracker," to find their emails on LinkedIn.

For organisations:

- Search for organisations whose values align with THRIVE and the webinar's themes.
- Find the details of a contact person on their website or LinkedIn page.
- Fill in the organisation's details (email, contact person name, description) in the Thrivability Matters Events Calendar sheet.

Note: all the gathered contacts are stored in an ExtractProfile. You can always make separate tabs for different data set.

Contacting potential speakers:

Create emails for them using these templates, showing how our THRIVE Webinar can help them promote their message.

Start by sending bulk emails based on the first template *(with this Speaker Guide attached)* to potential speakers via SendEmail setup.

Send all other emails manually from events@strive2thrive.earth. Use this account for general correspondence with expert speakers.
This makes sure we remain professional at all times.

- The first letter aims to *persuade them* of THRIVE's value, and how our webinar can help speakers spread their message to people.
- If they fail to respond, send them the Follow Up Email.
- If they say they are interested, send the Accepted Invitation Mail.
- If they ask questions, answer them as quickly as possible, while remaining friendly.
- Once you have them on board, ask them to send their social media details, so we may promote them on our Social Media Channels.
- Any future emails should answer any questions they have, and encourage them to fill the registration form if they haven't already. If they have, thank them for filling the form, and *refer to the Execution section for instructions.*
- Update the speaker guide whenever there is new content or frequently asked questions. This should reduce the need for potential speakers to ask questions.

Sending mass emails:

- You can send up to 100 invite emails (such as for webinar invitations) per day by using Send2email.
- All instructions are available in tab 'instructions' in send2email.
- You just have to import the contacts(firstname, last name, email address) into the tab 'SendEmailTo'

Social Media and Email Promotion

Who is responsible: @smteam.

For the webinar to succeed, we need to promote it to our social media channels. We post on all our channels (except Reddit) to promote events.

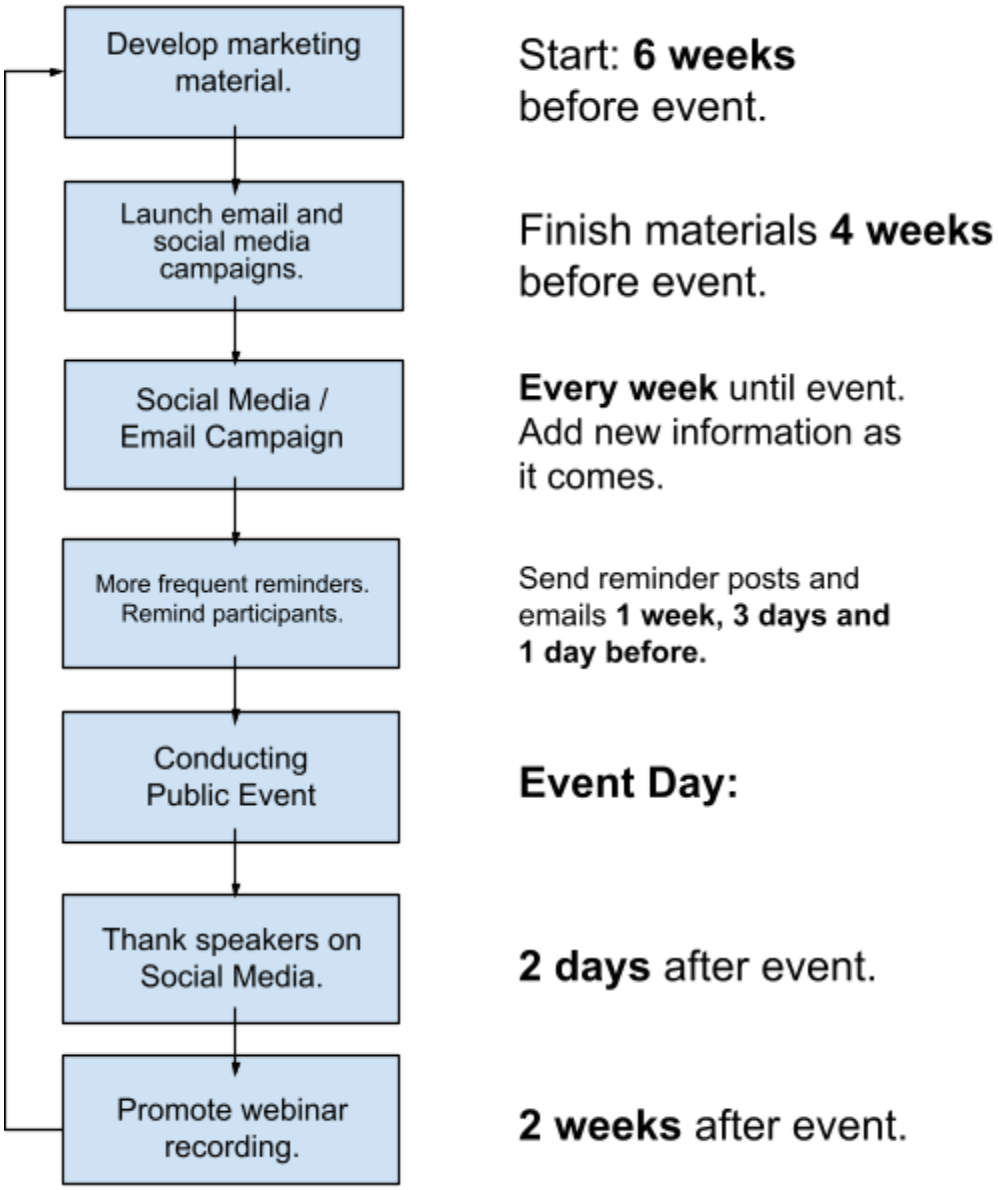
You can see the number of registrations here:

https://docs.google.com/spreadsheets/d/1hkxhD6DHXWnrPtwTcrjiX8dm5BA4BMCUoqVbXxObsQ8

The link to the webinar is always:
https://webinar.strive2thrive.earth

The link to the webinar registration page is always:
https://webinar.strive2thrive.earth/register

If you want to access a particular month's register link directly, just add "?month=nn" where nn is the month in question, i.e: “/month=01” for January.



When do we post?

For events, we need regular posts to alert our audience to these. To do this:

6 weeks before: Make social media copy and imagery in advance (see 'How do we post?' to understand what good posts look like. You can insert details such as speakers when they are confirmed.

Follow this schedule to make a good campaign:

- **4 weeks before the event:** Introduce the event on social media and the Thrivability Matters newsletter *(with date and time, registration link, and theme (when relevant).*
  Schedule all posts with UTM tracking to see how many people click through to your links.
- Also:
  - *Politely* ask speakers to share your post.
  - Email info about the event to those who attended your previous events.
  - Add info about the event to our email newsletter.
- **3 weeks before:** *New social media posts*.
  These should start nudging people to register.
- **2 weeks before:** New social media posts. *Also send reminder emails to newsletter recipients.*
- **1 week before:** Same as above, but now *send reminder emails to everyone who registered*. Emphasise how the event is getting closer.
- **3 days before:** *Repeat above.*
- **1 day before:** *Repeat above.*
  Emphasise how it's the last chance to join the event.

Where do we post?

We use several scheduling sites to promote events on our social media channels. These include:

LinkedIn: Buffer.

Twitter: On site, through TwitLonger (if longer than 280 characters).

Facebook and Instagram: Creator Studio.

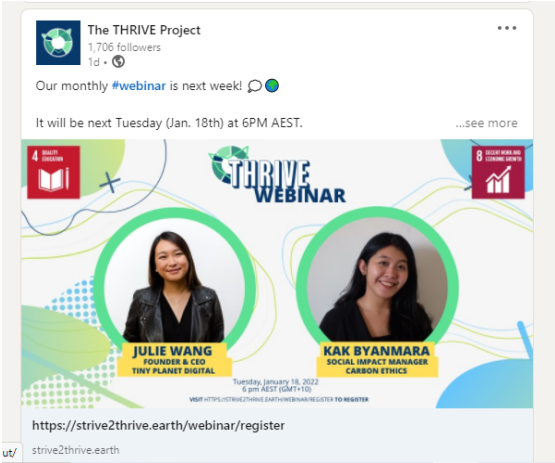
Post these on *both* LinkedIn channels (Thrive Project and Morris Fedelli's personal LinkedIn), and our other social media channels at the same time.

If you need access, ask on THRIVE's #social-media Slack Channel for this.

How do we post?

There are two aspects to every post: content and graphics.
Social media promotions aim to persuade our audience that our upcoming event is worth their time. All our posts follow these Social Media Guidelines.

Each social media channel has different needs, including text and image limits. Make sure you follow these for each site.



For example, on LinkedIn, only the first 3 lines are visible. Place the most important information in these lines.

Content needs:

- To introduce the event.
- Tell audiences about the event (including event title, date and time, and how to register)
- Tell them what they would get from attending.
- Link to registration form, such as this webinar form. (use another event form, if event is NOT a webinar).
- Where people can find more details, such as this webinar page, or any page with more information about the event.

Graphics need to follow this guide. They should also have:

- Photos and names of all speakers.
- Event title and theme (if there is a theme).
- Date & time of event.
- How to register, with link to the registration form.

We normally use Canva to create graphics, as they contain social media size templates.

If you wish to create social media graphics, ask on THRIVE's #social-media Slack Channel for access to THRIVE's Canva templates. Otherwise, you can ask the #multimedia channel to create graphics. Follow the Branding Guidelines to make these.

Other ways to promote an event:

Social media is not the only way to promote an event.
You could create an event page on *Eventbrite, Meetup, or promote it on your own social media platforms* to reach outside THRIVE's audience.

If you do this, look in the "How do we post?" section to guide your promotion.
Alternatives include:

- Forming partnerships with other organisations that align with THRIVE's values. This can be used to encourage them to promote our event in return for helping them in some way.
- Sharing the promotional content to the speaker and kindly requesting that they promote it on their social media pages.
- Asking other THRIVE members to repost promotional content (if they are available and willing).

THRIVIA Quiz

Who is responsible: @quizmaster (if there is one).
A component of the Webinar is the THRIVIA quiz – this will not always run, but it is important to have as a backup even if there are two speakers.

If the winner of the quiz is a THRIVE member, they will be asked to create the next one (unless they decline or cannot do so). They will be given a link to a Google Drive folder with the master copies. If the winner is not a THRIVE member, a quiz maker will be assigned in the #thrivability-matters-webinar slack channel.

Instructions on creating this quiz are available here.
If you lack access, you may ask whoever is responsible for overseeing the THRIVE Google Drive for access, or read below for a summary.

Be sure to copy from the master documents provided and insert the relevant SDG by adding "(SDG##)" to the file title. These documents are kept for future use, so do not delete them when done. Instead, place them in an appropriate folder in the "Past Quizzes" section.
Instructions are below:

1. Based on the theme, research topic questions and answers (A good source is the UN SDG or THRIVE Project websites). Do not make the questions too hard and wherever possible draw upon our own online content such as blogs, journals and AV productions.
2. **Create the presentation first:** insert all questions and potential answers.
3. Replicate the question slides to create the second half of the presentation. Be sure to animate slides when possible (with simple transitions).

4. Be sure to have 1 or 2 supplementary tie breaker questions handy (no slide). Responses to these should be numeric such that the winner is the first person with the closest correct answer (e.g.: a date) in the chat.
5. **Create the form next**, and be sure to insert the answer key. Be sure to pass the link onto the quizmaster for updating in the Quiz URL (as per the presentation slides).
6. Keep the questions and answers confidential.
7. Name the files similar to past files based on the SDG(s) being addressed by the Quiz. For example, “THRIVIA SDG<##>”, and be sure to assign the ownership to thriveprojectearth@gmail.com.
8. Someone must be assigned to be the @quizmaster, this may be the person writing the questions or somebody else. It could be somebody with knowledge on the assigned topic, but good presentation skills are the most important factor.
9. If there is a quiz, bring on someone from within THRIVE to present the questions. They will act as the 2nd speaker.
   Hence, the @quizmaster keeps score. Whilst the 2nd speaker reads out the correct answers, the quizmaster needs to message the winner’s name (or say there is a tie) to the host via Slack (or private Zoom message).
10. If the winner of the quiz is a THRIVE project member, they will be assigned to create the next quiz (unless they wish to assign this to another THRIVE member). If the winner is an outsider, then the creator of the quiz will find a relevant THRIVE member to make the next quiz.

At the presentation, make sure the slides are loaded and ready to play. Be sure to have someone available to read the score whilst someone is presenting.

Live Streaming

Our public events often have video livestreams which people can watch at the same time as our events. Specifically, we use two platforms, YouTube and Facebook.

For our webinars, our livestreams play in the following locations:

YouTube: https://www.youtube.com/channel/UCtODBnu4U-l0QzvR2lsQRUg

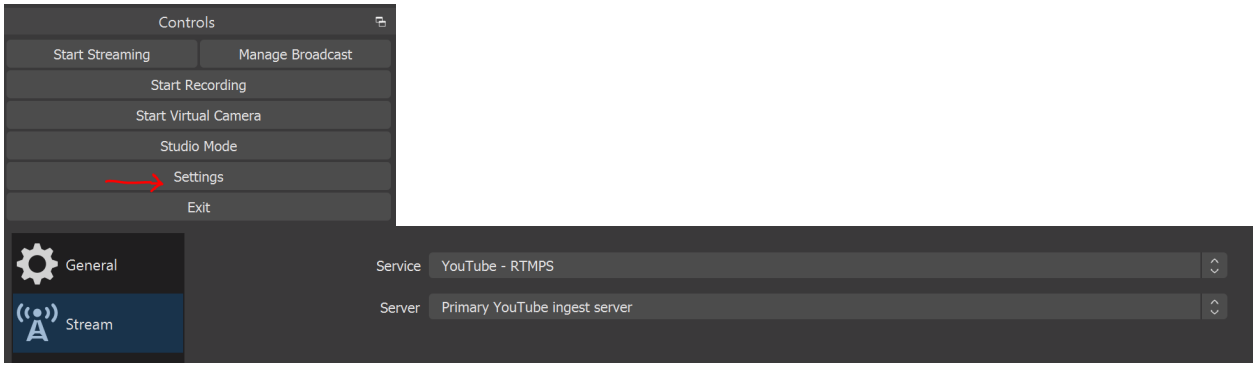
Facebook:
(no link exists, see instructions in “Facebook” section below).

We use OBS (Open Broadcaster Software) for our livestreams. Note that OBS can only stream to one platform at a time - for multiple platforms, you will need multiple people to open up the Zoom meeting / webinar, and follow the instructions for one of the platforms below.

Below are instructions on how to set up and run live streams on both platforms.

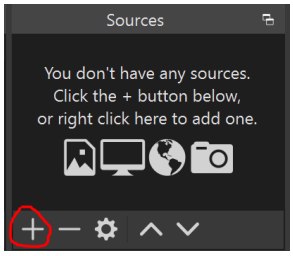
YouTube (through OBS)

1. Running a livestream requires a computer with the livestreaming software, OBS. You can install it from here: https://obsproject.com/
2. Open OBS on the device you will be livestreaming from. Click the “Settings” button in the bottom right corner of the screen.
3. Click the “Stream” tab. Change the “Service” dropdown to “YouTube” and leave the “Server” option unchanged. Click the “Connect Account” button that appears on the screen.



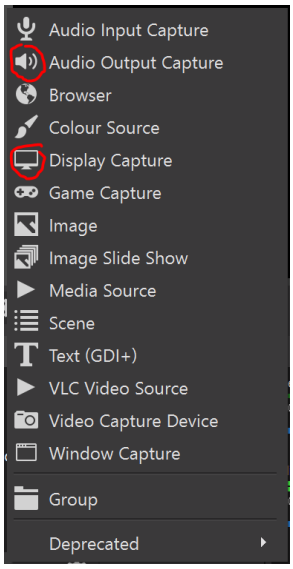
4. Log in to YouTube as Thrivability Matters. If you lack the credentials, ask the #webinar or #multimedia teams. Once you do this, click “Accept” when YouTube asks for permission to connect to OBS. After this, the computer will be connected, and you will not need to do this step again for that computer.

5. Add the visuals and audio as sources. To do this, click the + symbol in the Sources section. This should be at the bottom of the screen.



6. Click “Audio Output Capture”, and in the popup menu, select “Desktop Audio” from the “Add Existing” section. If this does not exist, select “Create New”, and pick the device that the sound will go through during the livestream.

This will record all sound coming from the computer, based on the volume of the computer *(so if it’s muted, no sound will be recorded)*.



7. Once the audio feed appears in the Sources menu, click the + again and click “Display Capture”.

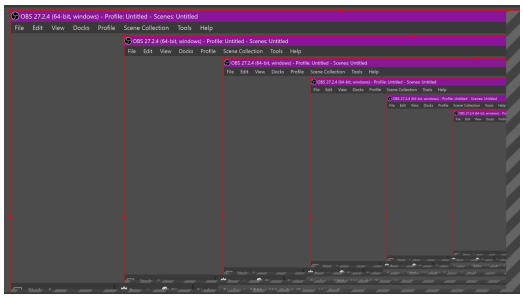
8. Select “Create New”, then pick the display that you wish to livestream. For instance, if you wish to livestream a Zoom event, select the window where Zoom will be open.

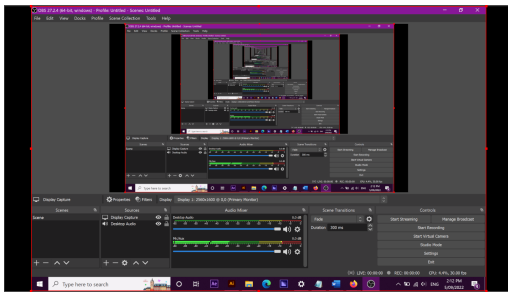
Untick the “Capture Cursor” tickbox to prevent your mouse cursor from being visible onscreen.

9. Open Zoom on the computer where you are livestreaming and enter the meeting as a guest. Maximise Zoom, and close all windows other than the Zoom video feed (including chat and participant windows).

If the meeting is not ready to start, skip this step until 10 minutes before the webinar starts.

10. Look at the window in the centre of OBS, and check that the ENTIRE window is visible. If only part of the screen is visible, like below, select and drag the red dots to adjust the size of the screen. Drag the screen on the window to move it.
    Now move the screen so it fits neatly within the central window.

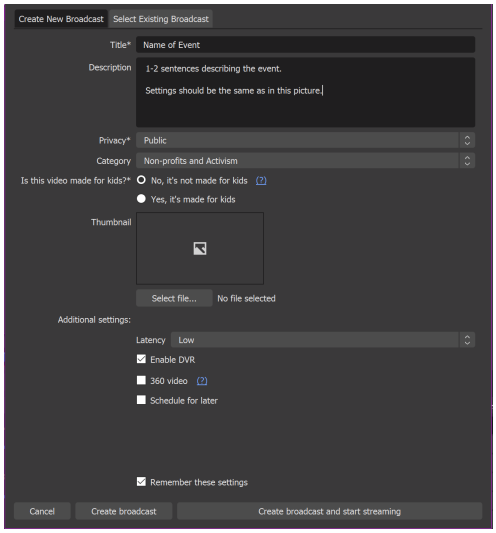




11. If done correctly, the OBS window should look like the one on your right.

12. Now, click “Manage Broadcast” in the menu on the bottom right, next to “Start Streaming”.

13. Enter the details for the YouTube livestream, as below:



14. If you are preparing the stream ahead of time, click “Create Broadcast”. This will NOT start the livestream.

    If you do this, once you are ready to start, open this menu again and click “Select Existing Broadcast”. Select the livestream from the list, and click “Create Broadcast and Start Streaming”.

15. If you wish to start the livestream immediately, click “Create Broadcast and Start Streaming”. Make sure there are no issues with the stream, as you cannot change them once you start streaming.

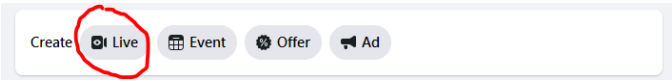
Facebook

1. Follow the "YouTube (through OBS)" instructions to Step 3.
2. Click the "Stream" tab. Change the "Service" dropdown to "Facebook". Leave the "Server" option as is.



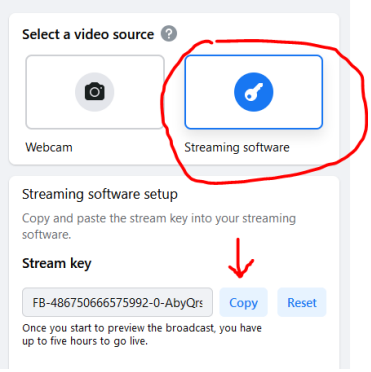
3. You will need to create a stream key. To do this, you must create an event for the month's webinar.
    - NOTE: You will need to do this for each month's webinar.

4. To make a new event, go to the Thrivability Matters Facebook page, and scroll down to the posts. Click "Create Live". This will create an event where you can add live streaming. Then select "Create Live Video Event", and fill in the event details.



Every month, the stream key will need to be added to the current webinar. To do this:

1. Click on the event link above.
2. Click "Set Up Live Video" at the top of the page.
3. In the "Select a video source" section, click "Streaming Software", then copy the stream key from the textbox labelled "Stream key".



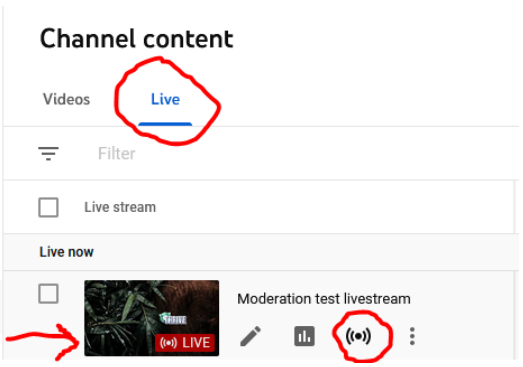
4. Paste this into the “Stream Key” field in OBS.
5. Follow the “YouTube (through OBS)” instructions from Steps 5-11.
6. Once you do this, click “Start Streaming” in the lower-right menu. If it works, you should be able to see a preview of your screen within the Facebook page where you copied the stream key.
7. **This is important:** Post the event page link for this month to the #webinar and #social-media channels on Slack, and ask them to promote it. Do this at least 1 week before the event.
   Send the link to the Facebook Moderator, so they can use the link to moderate the Facebook stream.

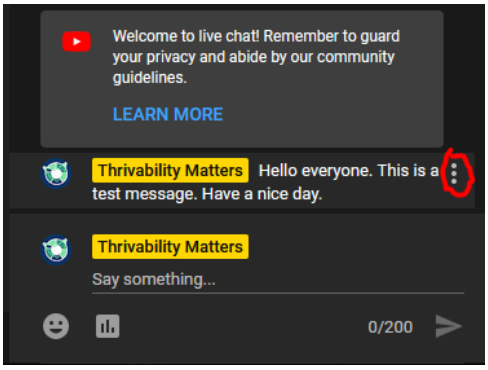
Live Streaming Moderation

YouTube:

1. Log in to YouTube as Thrivability Matters. If you lack the credentials, ask the #webinar or #multimedia teams.
2. Go to our YouTube channel: https://www.youtube.com/channel/UCtODBnu4U-l0QzvR2lsQRUg
3. Click on the “Manage Videos” button near the top of the page.
4. You should see a list of videos. Click the “Live” tab to see a list of livestreams.
5. Wait until the livestream starts. When it does, it will appear at the top of the list of videos, with the word “LIVE” in the thumbnail picture.

   If “LIVE” does not appear in the thumbnail, it is an old livestream. Wait for a new livestream to appear.

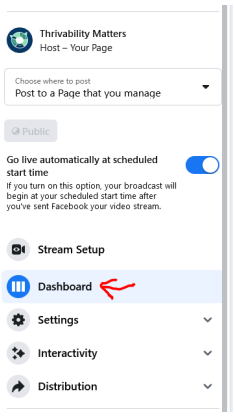




6. Hover over the livestream, and click the third icon from the left (the one with the curved lines). This will open the livestream moderation tools.

7. The chat will appear on the right.
   You can talk to speakers by typing in the textbox at the bottom right. You can also remove messages or remove users by hovering over their messages and clicking on the dots menu that appears.

Facebook:



1. Go to the Facebook event page. The Webinar team should post this to Slack's #webinar channel, but if that hasn't happened, please ask the channel at least 3 days before the event.

2. Click "Set Up Live Video" at the top of the page, and click "Dashboard" in the sidebar. **Moderator can then chat and manage discussion with audience members in *Facebook Live Streaming and Zoom.***

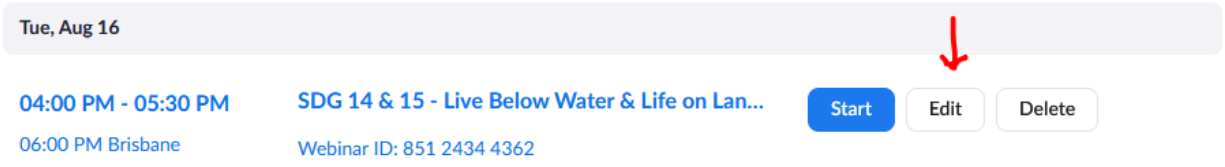
Logistics and Rehearsal

Who is responsible: @organiser, @host, @speakers, @support, @moderator, @quizmaster (if there is one).

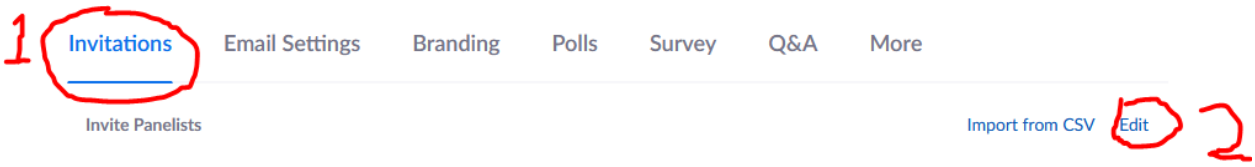
Rehearsals take place through the webinar link:
https://webinar.strive2thrive.earth/register/

For webinar rehearsals, send presenter links to all speakers and staff (people from THRIVE who are helping run the event). To do this:

1. Go to usq.zoom.us/ and type in the login details. If you do not have these, ask someone who has these to send presenter links.
2. Once logged in, click on the "Webinars" menu in the side bar.
3. Hover your mouse over the current webinar, then click "Edit".



4. Scroll to the bottom of the settings and click “Save”. This will provide access to the presenter link settings.
5. Scroll down until you reach the tabs in the below picture. Click “Invitations”, then click “Edit” under the Invite Panellists section.



6. Type the names of the speakers and staff, and their email in the provided textboxes.
   Make sure each person has their own link, as *links can not be shared*.

   For speaker details, you can find them in the Webinar Calendar.

   For THRIVE members, send the email to their THRIVE email (firstname@strive2thrive.earth), and send a message through Slack letting each THRIVE member know once you do this.

7. Click “Save”. This will send the links immediately.
   NOTE: If you press the close button (the X) in the top right, the popup will close without sending any presenter links.

After the speaker agrees to present:

- **Keep in touch:** Connect with them via WhatsApp or another communication platform.
- **On registration:**
  - Speakers will provide a title and synopsis for up to three topics, short and long biography, and headshot photo.
  - We will pick the best one for them to present.
- **End of month before the next webinar**:
  - Speakers must give us draft presentation slides on one of these topics. We can then understand what you plan to present, and see if changes need to be made.
  - Make sure their slides are widescreen (16x9 aspect ratio).
- **Before the rehearsal**
  - Have @organiser, @host, @support, @moderator and @smteam meet to discuss their progress and any issues, so everyone can fix them before the event.
  - Organisers **must send presenter links (see above section)** to the speakers and staff at least 1 day before the rehearsal.
  - Anyone may organise multiple meetings if needed.

- Even if only some people can meet, it is better than nothing.

- **1 week before (at the same time as the event)**
  Rehearsal: Create an event in the #webinar Slack page for this.

  To do this, follow the event creation instructions (on Pg. 7 of these event guidelines).
  Add the https://strive2thrive.earth/speaker/register **link to the message, and tag all staff and speakers (with their roles).**

To run a rehearsal:

- **Gather those directly involved in it:** event organiser, speakers, host, support, moderator, and anyone else involved in running the event.
  Post the meeting link in the #webinar Slack channel, tagging all staff and speakers. Make sure to ask people to join 10 minutes before the rehearsal.
  - **AV Support and Event Organiser must join 30 mins before** the rehearsal. Once they join the webinar, *click "Start Webinar"* at the top of the Zoom screen to let other staff and speakers in.
  - **Everyone else must join 10 minutes before** the rehearsal.
- **Make all staff and speakers into panellists:** This allows them to speak, while keeping participants silent - just like in the actual webinar.
  - Change the names of panellists to show their roles, i.e: @firstname [AV support], @firstname [Webinar Host MC], Guest name/s [Speaker 1] etc…
- ***At start of rehearsal:*** **Record the rehearsal through Zoom and OBS:** This is used to test recording, and ensure a record of the rehearsal exists for our records.
  Let the speakers know beforehand.
- **Discuss with speakers about the logistics of the event:** Run through the entire webinar agenda and discuss what needs to be **done. An example of how you may do this is below:**
  - ***Text in italics is script as a guide what to say***
  - **The purpose of the rehearsal is to introduce everyone to each other, explain the webinar proceedings, test the speakers' slides and screen sharing, confirm speaker order and topics, and answer any questions.**
  - ***AV Support* says: *I'm starting the recording.***

- **Start recording and meeting at 6pm or when rehearsal is scheduled)**

- ***Webinar Host* says: *This is a "Thrivability Matters Webinar Rehearsal" today on xx Month at 6pm AEST***

  In this rehearsal there will be an opportunity to test your slides and for any questions.

  Firstly, Welcome to our speaker guests and the THRIVE webinar team, I'm [name], and I'll be the host for the webinar.

  I shall ask the speakers to introduce themselves to everyone here tonight, and then the Webinar team will introduce themselves…… As one of the Speakers [pick any speaker] please go ahead, just a short 2 minute introduction.

- **Each speaker introduces themselves. If needed, ask another speaker to introduce themselves until all have done so.**

- **Webinar Host says: *Thank you all [names of all speakers]. Now the webinar team will introduce themselves with their name and role.***

- **Webinar host introduces themselves, then asks another staff member to introduce themselves. Keep going until all staff have introduced themselves.**

- **AV Support shares agenda slide. Webinar host introduces the Webinar Agenda and talks about it.**
  Make sure to confirm speakers' names, organisation, country, and topic. Unshare the screen once done.

- ***Webinar Host* says: *Can each speaker please test your slides using Share Screen?***

- **Speakers test slides. AV support makes sure everything is working as intended.**
  Ask them to present a few minutes of their presentations to test sound and video feeds.

- ***Webinar Host* says: *Please let me know, do you have any questions?***

- **Pass over to AV Support who explains their role in more detail: *At the webinar, we see the Webinar Host, [name] and the Speakers, no one else. We also have our moderator, [name] during Q&A. Thrivers in the background have video off/audio muted.***

- *As AV support in the webinar, you won't see me during the webinar but everyone please have your Zoom chat window open, as I may need to send a message. Or you can send me a message in the chat if there are any unexpected problems. For speakers, I will send a text reminder message to share your slides.*

- *I'll send an audio cue 5 minutes before your presentation (play the alert sound - the file should be provided by the #webinar Slack channel, if not ask them)*

- *The Q&A is after the presentations is from 7pm until 7.25pm. Please make sure your screen is not being shared at this time.*

- *The Moderator, [name] will read out the questions for the speakers to answer them. There is an opportunity to answer any other questions we can't cover after the webinar, and the team will reach out to you for this.*

- *Also, we promote the webinar on social media, before the event and after the event. Please reshare links we post in our social media channels in your social media leading up to the event.*

- *The webinar event itself is recorded and the production of it will be available online – also for you to reference and reshare.*

- **Unless they have done so, ask speakers to record 20-second intros of themselves stating who they are, and the webinar topic.**

- *We would like to thank you for your participation – just to let you know, we will also reach out to you post webinar with other opportunities such as taking part in workshops, podcast and other events…*

- **Always ask if there's any other questions, if anything is unclear.**

- *For the webinar, please join 10-15 minutes before 6pm (at 5:50pm). We will be on standby mode 5:50pm – 6pm. Standby mode: the slides are on screen, music playing and we are silent for those 10 minutes (audio off). We can still communicate via chat during silent stand-by mode.*

        - ***Recording and Webinar starts at 6pm on the dot. Our host will start with the introduction.***
        - ***Thank you all for joining the rehearsal today. I will end the meeting now. We are looking forward to see you next week!***.

    - **Present a few minutes of each presentation:** Test the host's and each presenter's setups. Make sure we can hear and see everyone and their presentations.
    - **Give speakers and staff a few minutes to ask questions:** Make sure everyone can ask questions, and answer them promptly when you can.

    ### At end of rehearsal:

    - **Ask speakers to record a 20 second intro of themselves, introducing themselves and their presentation topic:** Tell them that it's for social media promotion. If you want them to record it in the rehearsal, *ask their permission* to use the recording in our social media channels first. @Editor will need to create a video of this intro for social media promotion.

- **1 day before**:
    - **Speakers must finalise presentation slides** and send them to THRIVE, to allow for setup.
      If you cannot present your slides, this will allow us to do so.
    - If there is a quiz, **@quizmaster must hand the slides** over to another THRIVE member to present. They will be the 2nd speaker.

Send **two reminder emails** for those who have registered in the Webinar - one day and 15 minutes before the event .

If there is only one speaker available for the event, the @organiser can:

- Get a THRIVE researcher to present on the topic or…
- Organise a @quizmaster to build a THRIVIA quiz.

To build the Quiz, use the document in the link below:
https://drive.google.com/drive/u/1/folders/1btYwpjJqI06H1nZIeunligD_06rWoUlo

Conducting an Event

Who is responsible: @host, @speakers, @support, @moderator, @quizmaster (if needed).

-The event takes place through this link: https://strive2thrive.earth/speaker/register
Only share this link with webinar staff and speakers.
-To invite anyone else use this link: https://webinar.strive2thrive.earth/register

Events will have different structures depending on what is needed. For non-webinar events, speak to the @organiser or the person organising the event through Slack.

Webinars *generally* follow a given structure, as follows:

SECTION	WHO IS RESPONSIBLE?	TIME (min)	WHEN TO START
Introduction	@host	10	6:00 (GMT+10)
Speaker A	@speakerA	30	6:10
Speaker B	@speakerB	30	6:40
Panel discussion (Q/A)	@moderator, @host, @speakerA, @speakerB	20	7:10
Conclusion	@host		7:30

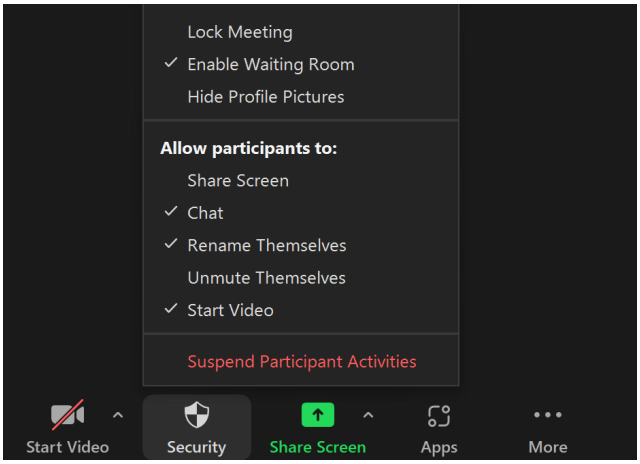
NOTE: If there are more than two speakers, divide the time evenly between all speakers.

1. **30 Mins before start:**
   - **Gather the @speaker(s), @host, @support, @moderator, and @quizmaster.**
   - Do not let anyone else into the Zoom meeting yet.
   - **If the *support person* is not the host, assign them the host role in Zoom.** This allows them to work effectively.

   The *host* should:
   - Download the presentation music from the "Preshow Ambience" folder in our Google Drive, available in this link.
   - Tell everyone else the schedule, and make sure others are ready for their roles *(described in Step 4, below).*

   The *support* person should:
   - **Make *all staff and speakers* into panellists - they will need to click the dialog box that appears on their end, so there may be a slight delay.** This lets them speak, while keeping participants silent.
   - Check with speakers and the quizmaster to make sure they are ready.
   - *(if there is a quiz)* Make sure quizmaster has handed the slides over to a THRIVE member to present. They will take @SpeakerB's position.
   - Change the names of people running the event to display their role.
     If the support can't, politely ask people to change their names to show their roles by clicking the "More" button on their name in the Participants menu, and selecting the "Rename" option.
     For example: Name [Moderator], Name [Speaker], Name [Quiz], Name [Support].

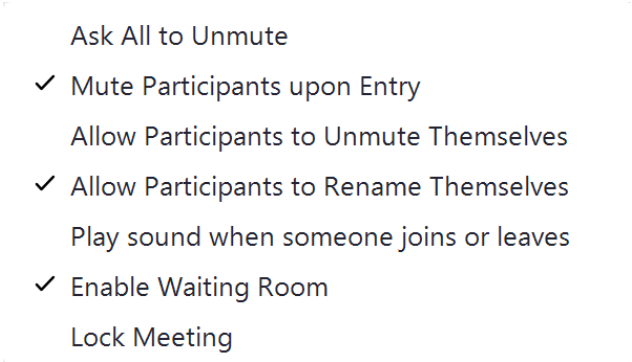
- Once *speaker(s) and all relevant staff* are in the Zoom chat, change the security settings to be as follows:
  The Waiting Room stops people from entering until a host lets them in.



In the Participants Menu, click the "..." button at the bottom-right. Make sure:

- "Mute Participants upon Entry" is ticked.
- "Allow Participants to Unmute Themselves" is unticked.

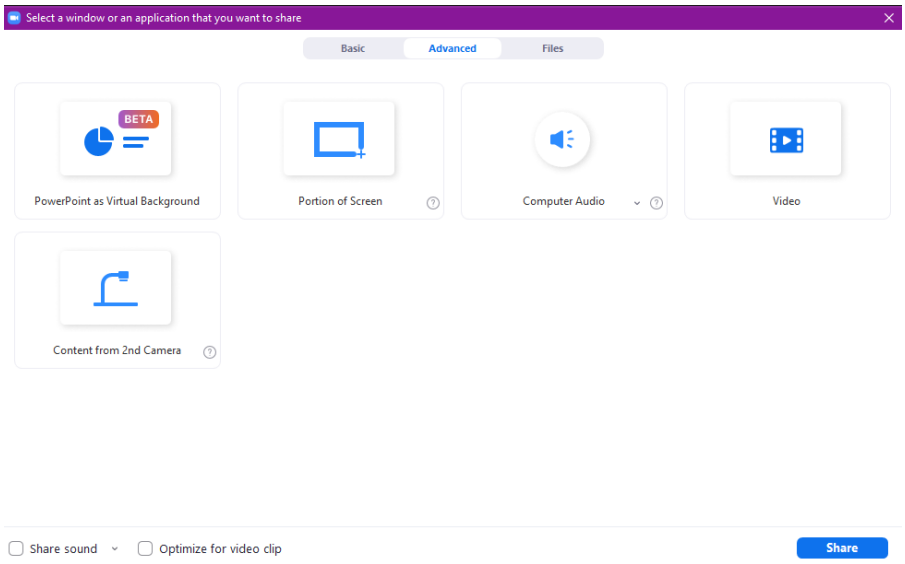
This prevents audience members from interfering with speakers.



2. **10 mins before start:**

   @Host shares their screen and displays their first slide and background music.

   To do this, they will need to:



a) Open up the music file on their computer.
b) Share the screen with the first slide.
c) Tick the “Play sound” check box in the lower left of the Share Screen popup.
d) Play the music in their music program.

@Support confirms if they can see it or not. If they can’t, they should let the host know through a private message in Zoom’s chat function.

@Moderator will log on to the Live Streaming event.
Open OBS and have it livestream the Zoom event, removing all other windows (including chat and participant windows) and maximising the Zoom window. For the Thrivability Matters Webinars, see the Livestreaming section for the location of the livestream for instructions.

Finalise all preparations.

3. **5 mins before start (or at start if team is still arriving).**

@Support will *untick the “Enable Waiting Room” option* in the Participants Menu; this will let everyone in from the waiting room.
Once the event starts, DO NOT talk over anyone during the event. *If it is necessary to talk to anyone, send a direct message to them*.

If we let everyone in at the start of the event, skip the below @Moderator steps.

@Moderator will send a message to everyone informing everyone that the presentation will start in 5 minutes.

@Moderator will also send a prompt to everyone asking them to *type in the chat* what the theme means to them, to promote discussion.

4. **At start of event:**
@Support will start recording the event, and set view to Speaker View. To do this, click the “View” button at the top-right of the Zoom window, and select “Speaker”.



Changing the view to “Speaker” will make sure the recording focuses on the person speaking. As this happens, @Host will start the event, as described below:

Event Structure:

4.1. **Introduction (10 min):**

- Here, the @host will introduce the event and who THRIVE is.
- @Support should send a direct message to the first speaker telling them to share their screen once the host has stopped sharing theirs.
- *Everyone else* should stand by.

4.2. **Speaker Presentation (2x 30 min):** when the host has introduced the first speaker:

- @Support should send a direct message to the next speaker, telling them to share their screen once the host has stopped sharing theirs, and to unmute their microphone when they are ready to speak.
  If they cannot, unmute theirs for them.
- If the host/previous speaker has not unshared their screen, send a direct message to them asking them to unshare their screen so the next person may present.
- When 5 minutes remain, @Support should send a message to the current speaker asking them to finish speaking in 5 minutes. Play the alert sound.

4.3. **Q&A Discussion (20min):** At the end of all speaker presentations, the host will announce question and answer time. After this:

- @Support will change the view to Gallery view. This will cause the recording to show the audience, not just the speaker.
  - However, this is limited to 49 people.To show everyone else in the recording, click the arrows on the left and right sides of the screen once every few minutes.
  - Remember: *@Support’s view will change what gets recorded. Be careful with this.*
- @Host will thank the speaker and praise the speech (i.e, thanking them for an insightful and engaging speech, or something similar).
- @Support will launch the poll by clicking the “Polls” button in the bottom menu, and selecting the poll from the prompts.

- They will also post a message in the chat announcing that people may post any questions and comments in the chat, and that the moderator will read them out. The following is an example of a possible message, and describes a few important rules:

Hello everyone. You may post any questions and comments about the presentations in this chat. Our moderator will read them out.
If you do not hear your question being asked, please do not post it again. We will ensure as many questions are answered as possible.
Any questions not asked in the Q&A session may be handed over to speakers to be answered later.
Thank you for your understanding.

- @moderator and @host play a vital role here.
  To work effectively, they must:
  - Look through questions and comments. Pick the ones that are the most relevant and give them to the @host.
    Look at both *Zoom* and *livestream channels* (like YouTube and Facebook)
  - @Host says relevant comments and questions to the speakers. Reword them to make sense when needed (but preserve meaning).
  - Merge similar questions together (if two people ask about how energy can power cities, put them together and state that "Many people ask about…[the topic]).
  - Bridge discussions with your existing knowledge.
  - Have 2-3 questions or comments to ask at the start, so discussion can begin immediately.
- If anyone is acting unruly, *the moderator should send a direct message* to them as a warning. If they fail to follow, they may kick the person out.
- @Support and @moderator should watch the schedule, as they need to end the Q&A session on time.

2 minutes before the end of Q&A:
- @Support should send a message to the @moderators and @host telling them there is only time for one more question, and to wrap the Q&A session up.
- @Support should also write down any skipped-over questions into a document. We can use these for podcasts or later discussions with them.

End of Q&A:
- @moderator will:
  - Thank everyone for the interesting questions, and point out that though many questions came through, we are sorry we could not answer all of them.
  - Tell the audience that if there is enough interest and the speaker is interested, we would be happy to invite them for another webinar.
  - After this, hand over to the @host. If there is a second speaker, look at the “Speaker Presentation” section above to know what to do next.
- @support will:
  - Change view back to “Speaker View”.

- **If a quiz is next**: @Support should send a direct message to @SpeakerB (Quiz Presenter) to let them know to share the quiz slides, and unmute their microphone once the host has finished so they may present the quiz.

5. **Quiz:** *If a quiz is scheduled*, the host will announce it.
   (*Ignore this step if there is no quiz).*
   - @SpeakerB will share their screen and present their quiz. This includes:
     - *Telling everyone about the quiz*.
       Quizzes are based on last months' theme. Tell the audience that questions are based on THRIVE blog posts and other content, hence looking at our content will make it easier.
     - Reading quiz slides, and the answers afterward.
     - Creating a sense of interactivity when possible.
   - @Support will share this quiz link in the chat: **https://strive2thrive.earth/quiz/**
   - @moderator should make sure discussion remains civil, if needed.

   Once finished:
   - @quizmaster looks at this Google Sheet, and picks the winner, based on who got the most questions correct. If multiple people have the same high score, look at who completed the quiz the quickest.
     They will send a *private message* to the host announcing the winner. If there are two or more winners, see below.
   - @SpeakerB will stop sharing their screen and hand over to the @host, who will announce the winner.

   If there are two or more winners:
   - @quizmaster will tell the host there is a tie, and who shares the highest score.
   - @host will announce these, and the fact that there is a tie breaker question. This means there will only be one winner.
   - @SpeakerB will read out the tie breaker question and ask those who share the highest score to answer it, stating that whoever is closest to the answer will be the winner. Ask them to type their answers in the Zoom chat.
   - Once they have done this, announce the answer.
     The person closest to it is the winner.

   After the winner is announced:
   - @SpeakerB will congratulate the winner, and ask them for their name and email address through private chat, so THRIVE can send them their prize.

6. **Conclusion and Thanks:**
   At the end, the @host will thank the speakers and everyone involved in the event (from planning to execution).

   They may promote future events, media such as blogs and podcasts, or social media links.

Post Webinar

Who is responsible: @host, @speakers, @support, @moderator, @quizmaster (if needed), @video editor.



1. **Internal debriefing**:
    - The *@host, @support, @moderators (and @quizmaster,* if applicable*)* should spend at least 15-30 minutes debriefing.
    - Consider: What did everyone do well? What could be done better? How can everyone improve (if needed)?
2. **@organiser will send a thank you email** to speakers, and fill the below Certificate of Appreciation with their name (using the template available in canva). Send these to speakers with the *events@strive2thrive.earth* email address.
   This shows that we appreciate their efforts.
    - **The thank you email template (Appreciation Letter for Speaker section)**
      https://docs.google.com/document/d/1O-3Mz4zCItfWRr2F6S1Nj0rPDCwR9teqQFxTG5F9lqU/edit?usp=sharing
    - **The Canva certificate template: (Also in Google Drive when you log into the events@strive2thrive.earth email)**

https://www.canva.com/design/DAEr_W2uTlk/share/preview?token=xozhcP01vTMBqEOhuxDL-w&role=EDITOR&utm_content=DAEr_W2uTlk&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton

The certificate should be saved in pdf format and should be named as "THRIVE Certificate of Appreciation - Speaker's Full Name"

They may also invite speakers for future events, podcasts, workshops, writing a guest blog post, or any other desired form of engagement.



3. **@Quizmaster will send an email** through *thriveprojectevents@gmail.com with a Quiz Winner Certifficate filled with the winner's name. Template is accessible in Google Drive once you log in to the above email.*

4. **Copywriters will write up a news article** about the speakers and event.

   Release it 2 days after the event.
   Previous examples can be seen here and here.

   To write the article:

   The aim of this piece is to summarise the event and what the speakers discussed. Aim to make this around 350-400 words long and include a picture of the guest speaker.

   Make sure the article is categorised under the News category, and that the usual editing guidelines are followed.

   Structure the article as follows:

   a) Begin the piece by thanking the guest.
   b) Provide some background on the individual, their education and work.
   c) Introduce THRIVE and our mission.
   d) Summarise the webinar.

e) Conclude by reflecting on the person's work and how it will benefit the future. This should also link back to THRIVE.

5. **@Support will trim quiet sections** from the start and end of the event recording, and upload the recording folder to the Uploads folder in the THRIVE NextCloud.

6. **@video editor will clean up audio and video to look presentable**, add the THRIVE Intro and Outro (and transitions if needed), and upload this to the THRIVE YouTube Page. **Schedule this to be published 2 weeks after the event.**

   When uploading, add a 1920 x 1080 sized graphic to use as a thumbnail, and a meaningful title and description. Title and description should:

   - Explain what the event is, and what it's about.
   - Explain how it relates to THRIVE and its mission to promote a thrivable future.
   - Write 2-3 sentences about each speaker, and their expertise and experience in the topic (if there were any speakers).
   - Encourage people to visit our social media links, and provide these. For instance:

     If you would like to find out more, check us out and follow us on social media:

     Facebook: https://www.facebook.com/thrivabilitymatters
     LinkedIn: https://www.linkedin.com/company/thrivabilitymatters
     Twitter: https://twitter.com/thrivability_m
     Instagram: https://www.instagram.com/thrivabilitymatters
     Reddit: https://www.reddit.com/r/Thrivability/

     Or you can learn more about our THRIVE platform here:
     https://thrivabilitymatters.com

7. Using *thriveprojectevents@gmail.com*, **send an email** to the participants with the link to the webinar (a presentation) and questions (answered after). *The organiser or coordinator* may discuss with them about participating in future events, THRIVE podcasts, workshops, or other events.

8. **Promote the webinar video** on our social media channels, and send the webinar video link in an email to participants.

   In this email, promote any future events/content, such as workshops or podcasts and encourage them to join our future events.

9. **Follow up on speakers** if desired for podcasts, guest blogs, interviews, or any other events. Use this opportunity to ask any unanswered questions from the event.

Links

All links are for internal use, unless specified.

Event:

- Audience webinar page: https://webinar.strive2thrive.earth [external use]
- Audience webinar registration form: https://webinar.strive2thrive.earth/register [external use]
- Speaker guide page: https://strive2thrive.earth/speaker
- Speaker registration page: https://strive2thrive.earth/speaker/register
- Thrivability Matters zoom link: https://meeting.strive2thrive.earth/tmw

Preparation:

- Thrivability Matters Events Calendar: https://docs.google.com/spreadsheets/u/0/d/1-VWmJuT-xqanBMT42GuaifyxGOzwkuFekxuLMr1s2dQ/edit
- Apollo.io: use this to find email of people on LinkedIn: https://www.apollo.io/
- Speaker Contact Email Templates: https://docs.google.com/document/d/1O-3Mz4zCItfWRr2F6S1Nj0rPDCwR9teqQFxTG5F9lqU/edit?usp=sharing
- Folder for Quiz Resources: https://drive.google.com/drive/u/1/folders/1btYwpjJqI06H1nZIeunligD_06rWoUlo

Post-event:

- Upload Recorded Meetings to NextCloud: https://nextcloud.strive2thrive.earth/index.php/apps/files/?dir=/Uploads&fileid=4531
- Credentials for accessing NextCloud: https://wiki.strive2thrive.earth/storage.html

More Information:

- Social Media Guidelines: Use this to guide event promotions. https://wiki.strive2thrive.earth/forms/THRIVE%20Social%20Media%20Guidelines.pdf
- Branding Guidelines: Use this to guide graphics. https://wiki.strive2thrive.earth/forms/THRIVE%20Branding%20Guidelines.pdf
- Partnerships Guide: Use this to assist in promotion. https://strive2thrive.earth/partnerships/