



DYW Up2U Toolkit; how to deliver a virtual live event

INTRODUCTION

The current restrictions surrounding Covid-19 mean that schools are generally unable to facilitate in-person events for young people and parents/carers to inform them about the world of work and post-school pathways. These events are a great opportunity for young people and parents/carers to hear from employers and partners about careers and pathways in key growth and demand sectors.

This toolkit offers some guidance and resources to support educators in delivering a virtual live event.

DYW Up2U

In August 2020, DYW delivered a series of virtual live events which aimed to inform young people about the options available to them into employment, training or higher/further education. These events were delivered as interactive panel discussions, highlighting a variety of post-school pathways which provided an opportunity for the audience to hear from young people, employers, partners & specialists. This offered the audience a wider insight into each of the different routes, hearing first hand of each individual's own experiences of the paths they have chosen themselves.

This toolkit is based on DYW's learning experiences from this event.

TOP TIPS FOR ONLINE DELIVERY

Choosing your speakers

When identifying the speakers for your event consider the message you want to put across and include a range of perspectives. For instance, an event highlighting apprenticeship pathways might include employers of different sizes and from different sectors who can provide a range of insights into apprenticeship pathways. We would also encourage including at least one young person in your event to talk about their experiences.

Your school will have a network of industry partners that you could reach out to for participating in virtual events. You can also use Founders4Schools to identify industry volunteers. If you'd like support to identify the speaker that's right for your event you can also contact the DYW team for support at dyw@edinburghchamber.co.uk.

Facilitating the event

When delivering a virtual event we highly recommend inviting a facilitator or 'MC' to deliver the event. A facilitator can help to give structure to an event by providing context and setting the scene as well as introducing your speakers. If your event is live they can also manage any questions that come from the audience and signpost to any additional information.

Technical Top Tips

Often the challenge with virtual delivery is ensuring the technology will work smoothly. When you're briefing your speakers, ensure they have access to the following;

- A laptop or desktop.
- A recent version of Chrome or Firefox.
- A mic and webcam.
- A good internet connection.

Encourage everyone to mute their mic when they're not speaking to minimise any background noise. If you're delivering your event live we would recommend that if possible you should also encourage speakers to participate in a 'dry run' in advance of the live stream to check everyone's technology is working and identify any potential issues before the real thing.

Live vs. Pre-recorded Events

A key decision to make when planning a virtual event is whether to deliver the event as a live stream or to pre-record it. There are benefits and challenges to both, for instance;

Live streaming		Pre-recording	
Benefits	Challenges	Benefits	Challenges
The audience can interact with the speakers and ask questions. It also feels more like being part of a 'real' event!	Technical issues can sometimes be a challenge for live events, but these can be avoided through testing the technology beforehand.	Any speakers/contributors can record their input at a time that suits them. They can also make any changes more easily.	The audience doesn't have an opportunity to ask questions of a live panel. However, you can always collate questions and answer these after the event.

Whether you decide to deliver a live streamed event or a pre-recorded one, we recommend that you make the content available afterwards so young people, parents/carers, teachers and partners can view the event in their own time. You could host the content on platforms such as Youtube or on the school website.

The DYW Up2U live webinars were delivered on a platform called Streamyard, which streams the live events onto platforms including Youtube, Facebook and LinkedIn. You could also deliver live video conferencing events via platforms such as MS Teams and Zoom.

TEMPLATES

Whether you decide to deliver your event through a live stream or as a pre-recorded session we recommend you provide a brief to any speakers and to your facilitator to ensure they understand the purpose and format of the event as well as what is expected of them. See below some examples of Facilitator/Speaker briefs as well as an FAQ about the Streamyard platform.

Facilitator Brief



Up2U Facilitator
Brief.docx

Speaker Brief



Up2U Host Brief.docx

Streamyard FAQ



Streamyard FAQ.docx