Program Development: Virtual is the New Reality

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Faculty Disclosure

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Objectives

• Understand the basics of creating a successful event or program online

• Develop a timeline to develop and communicate programs

• Discover resources for delivering programs with online components
Why have a virtual program?
Reasons for Virtual Programs

• Large Geographical Area
• Attendance
• Limited Time
• Diversify Programs
• Limited Budget
• Not EnoughSpeakers in the Area
• Less Hassle
Basics of Event Planning

• Planning
• Content
• Audience
• Speaker
• Platform
• Communication
Planning An Event
Planning

• Purpose
• Content
• Agenda
• Budget
Purpose

- Community Building
- Share Research
- Best Practices
- Evidence Based Practice
- Leadership Skills
- Board Meetings
- Transition Meetings
Content

• Concise
• Visually Appealing
• Enough Information
• Not Cluttered
Agenda

• One Hour
• Full Day
• Monthly
• Quarterly
Why is it important to know your audience?
Audience

• Members
  ➢ Engage
  ➢ Welcome
  ➢ Increase Retention
  ➢ Attract

• Computer Literate

• Webcam
Audience

• Target Your Audience
  ➢ Learning styles
  ➢ Content they want to learn
  ➢ Motivation for action
  ➢ Interaction

• Strategic Map
  ➢ Content
  ➢ Agenda
Audience

- Undergraduate Students
- Graduate Students
- Nurse Leaders
- Members
- Non-members
- Small Group Or Large Group
What are some qualities in a speaker?
Speaker

• Computer literate
• Speak clearly
• Exciting
• Engaging
• Knowledgeable
• Inspiring
Virtual Platforms

- Google Hangout
- Skype
- Zoom
- Go-To-Meeting
- Webex

- Join Me
- MeetingBurner
- Powtoon
- YouTube
Google Hangout

- Up to 10 Participants
- Features:
  - Chat
  - Recording
  - Video
  - Integrates with Google
• Up to 10 Participants
• Features:
  ➢ Chat
  ➢ Recording
  ➢ Video
  ➢ Integrates with Facebook
• Up to 25 Participants
• Features:
  ➢ Chat
  ➢ Recording
  ➢ Video
  ➢ Mac, Windows, Android, iOS
  ➢ iPhone/iPad Screen Sharing
Go-To-Meeting

- $49/month for 25 Participants
- $69/month for 100 Participants
- Features:
  - Chat
  - Recording
  - Video
  - Mac, Windows, Android, iOS
Webex

• Free for up to 3 people
• $49/25 People
• $89/100 People
• Features:
  ➢ Chat
  ➢ Recording
  ➢ Video
  ➢ Mac, Windows, Android, iOS
Join Me

• Up to 10 Participants
• $156/annual for 250 Participants
• Features:
  ➢ Chat
  ➢ Recording
  ➢ Video
MeetingBurner

- Up to 10 Participants
- $39.95/month for 50 Participants
- Features:
  - Chat
  - Recording (paid version)
  - Video
  - Trial for 1,000 Participants for 14 days
Powtoon

• Free Version
  ➢ No Download
  ➢ Up to 5 Min in Length
  ➢ Powtoon Watermark

• Paid Version
  ➢ HD Quality Download
  ➢ 15-60 min Length
Wideo

- Video Animation
- Wideo Watermark
• Create Your Own Channel
• Discussion Page
• Subscription to Videos
Communication
Communication

• Market Your Event
• Set a Timeline
• Communicate Variety of Ways
• Follow-Up
Market

• Get Creative
  ➢ Make a commercial
  ➢ Make a cartoon

• Send Out Personalized Email

• Consider Other Avenues of Marketing
  ➢ Cookies for Finals
  ➢ Apples for Hospital Staff
Set a Timeline

• If Possible, A Year In Advance
  ➢ Market
  ➢ Newsletter
  ➢ Get Speaker
  ➢ Set-Up Program
  ➢ Budget
Communicate Variety of Ways

• Organizational sites (For example: STTI has The Circle)

• Social Media

• Newsletters
  ➢ STTI
  ➢ School
  ➢ Other Nursing Organizations

• Email

• Sign-Up Sheet
Follow-Up

• Survey
• Next Event
• Thank Audience
• Post Link to Recording
Group Exercise

• You will have 15 min for this exercise
• Each group will be given an event to plan
• Your group will have to decide:
  1. Plan
  2. Market
  3. Platform
  4. Communication
References


Upcoming Sessions

• Spread the Word: Effective Publicity Tactics
• Advanced Lessons on Chapter Websites in The Circle
• Answers to Frequently Asked Financial Questions
• Legal Issues and Strategies for Chapters