THANK YOU FOR JOINING
WEBINAR STARTING SOON

Let’s Stay Connected: Exploring Creativity
Events Council Webinar
April 23, 2020
Let’s Stay Connected: Exploring Creativity

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AGENDA

LET’S STAY CONNECTED

Introduction and Housekeeping Remarks
● Darlene Schlueter - Special Events and Protocol

Creative and FUN Event Technology with Mentimeter
● Kymberly Epperson - Special Events and Protocol

Those Creative Juices: How the Heck
● Liz Bradshaw and Adrianne McCraw - Special Events and Protocol

The Wrap up - Fun with Qualtrics
● Adam McKinney - Special Events and Protocol

● Q&A
Creative and FUN Event Technology

- **Audience Engagement Tools:**
  - Live and virtual events
  - Smartphone and Tablets
  - Anonymous answers

- **Platforms:**
  - Kahoot!
  - Poll Everywhere
  - Slido
  - Mentimeter
Creative and FUN Event Technology

1. Grab your phone
2. Go to www.menti.com
3. Enter the code 95354 and vote!
MENTI - How do you feel about event technology?
Creative and FUN Event Technology - Mentimeter

● Why Menti?
  ○ Build interactive presentations
  ○ Branding and customization
  ○ Import slides into Menti
    ■ PowerPoint
    ■ Google Slides
    ■ PDF
  ○ Trends and Data Export
Creative and FUN Event Technology - Mentimeter

- **Templates:**
  - Multiple Choice
  - Word Cloud
  - Open Ended
  - Quiz

- **Packages:**
  - UCSD reviewing platform
  - Education package
    - reduced annual rates
Those Creative Juices: How the Heck
Social inspiration

@PartySlate
@ApartmentTherapy
@Images_Lighting
@Southernhouse_events
@GreenFlorals
@eventmarketer

#FloralDesign
#TableScapes
MENTI - Who Inspires You?
Getting Creative with Content

5 Places we’re finding inspiration in:

- Storytelling
- A Physical “Thing”
- Talent
- Branding/Virtual Event Design
- Creative Colleagues
Storytelling

An essential and easy way to

● Entertain
● Inspire
● Educate

Founders Dinner - 2018
Storytelling can be one or a combination of many elements e.g.

- Speakers/storytellers
- A fly-through video
- Slideshow
- VR experience
- Music

- Use audio/visual or both
- Pre-recorded or live
Storytelling

Solid information in any form is good."But that's not necessarily enough." A vivid, emotional story "can give that extra push to make it feel more real or more important." If you look at the times somebody's beliefs have been changed, she says, it's often because of a story that "hits them in the heart."

- Melanie Green, Communication Professor
  University at Buffalo
Physical ‘Thing’

Is an integral part to your event a ‘thing’. Can you get it to your audience?

● Award
● T-Shirt
● Tasting
● 3D or VR experience
Physical ‘Thing’

Rockstar Beer Festivals are keeping their festival series alive by
- moving the event online
- sending ticket holders a shipment of beer
- providing an ‘event link’ as the ticket to allow attendees to interact with the brewers from the comfort of their own home
Talent

If it aligns with your goals, using talent at your event is still a great way to

● Encourage attendance
● Tell the story
● Engage audience
● Achieve the goal!
Talent

Finding your Rockstar!

- **Celebrity**
  - Massive Media Presence
  - Known/name recognition with the target audience

- **Genius**
  - Extraordinary contribution to a field

- **Influencer**
  - Great Self-promoter
  - All-about the opportunity
  - YES! Happy to be featured in photos, videos, news etc…
  - Young up and comers - might help attract a fresh audience
If you’re not already, get acquainted with homegrown talent at UC San Diego. Alumni Engagement is a great starting point for this!

nathaneast From Noah & NB · Stay healthy, stay safe! With love.... ❤️🙏 @_noaheast @nathaneast #performanceiseverywhere
Digital Content and Visual Event Design

Up your design game and solidify the identity of your event/program with your audience!
Digital Content and Visual Event Design

Visual Tool Kit

- Designed and/or branded backgrounds
- Video content
- Apparel
- Identification
  - Use lower third to include name and title for a speaker (something like Vimeo will offer this)
  - Create a slide template for the speaker for them to use as a backdrop during presentation
  - Name showing on Zoom - virtual slide
- Utilize your marketing team!
Let’s Stay Connected: Creative Colleagues
Assessment Fun with Qualtrics

● **Why Use Qualtrics?**
  ○ Robust survey tool free to campus users
  ○ Customizable look & feel
  ○ Detailed reporting

● **Getting Started**
  ○ Visit the [Qualtrics Blink Page](#)
  ○ Before you dive in…
    ■ Review the internal training resources page on Blink
    ■ Watch Qualtrics' on-demand webinars
    ■ Contact Qualtrics support (available 24/7) with any specific questions
Building your Survey

Construction Tips

- Organize your survey using questions, blocks and page breaks
- Choose from a variety of question types to ensure a smooth flow for users
- Customize questions with logic and quotas
- Draft confirmation messages that pull from a user’s submissions
- Configure reports into easily digestible PDFs, or export to Excel/Google Sheets for further analysis
Volunteer Duties & Available Shifts

Volunteer for one or more duties and shifts. Please check the opportunities that you are interested in, and hurry! Assignments are made on a first-come, first-served basis.

Volunteers hoping to work together should register for the same duty and time slot, and volunteers accompanied by minors will automatically be assigned the same duty. Unless otherwise noted, all shifts will take place on April 4th.

Please select your shift preference. We will do our best to honor your choice, but may need to reassign volunteers according to event needs.

- **Parking Greeter:**
  6:15am-8:45am
  Welcome guests, answer questions they have, provide directions to the location they need.

- **Way Finders:**
  7:00am-9:45am
How do you celebrate after a successful event?
QUESTIONS
THANK YOU FOR JOINING US!

UC San Diego

Events Council
Special Events and Protocol
sep@ucsd.edu
https://blink.ucsd.edu/sponsor/events-council/index.html