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| Objectives & Goals | Getting Started | Design the Event | Important dates | Best practices | Post Event |
| [ ]  What are your objectives and goals for this event? What are you trying to achieve? What is your vision?[ ]  What are your key takeaways? Participants often request practical & concrete examples that can be applied to their workplace[ ]  What type of event do you want and why (keynote presentation, panel discussion, etc.)?[ ]  Who is your audience? Executives, managers, public servants at all levels? Internal/External? [ ]  Do you wish to incorporate the learning from this event into future products? i.e. the recording of this event into micro-learning sessions. Discuss with EMS regarding options[ ]  Do you want to use the recording of this session following the event? If so, for what purpose? Discuss with EMS regarding options[ ]  Official Languages - Will the event be bilingual, English or French? This will need to be communicated to Communications for Web advertising and for booking interpreters | [ ]  Consult with **Events and Multi-Media Services (EMS)**. You (Business Line Lead) will work in partnership with EMS to plan, organize and execute a successful event[ ]  Start process by clicking: <https://support-soutien.csps-efpc.com/upload/index.php> (help topic = **Event Intake Form**) Once completed, an EMS manager/coordinator will be assigned to your file [ ]  Clarify your roles: Business Line Lead, EMS, Communication **(Consult EMS Checklist)** [ ]  In consultation with EMS, select the technology for your virtual event e.g. Will the keynote/panelists be joining via YouTube Live, MS Teams, etc? Will the participants be joining via Webcast? In addition, will you require audience participation? [ ]  In consultation with EMS, select a preferred date – make sure it does not conflict with any other events planned that could affect participation | [ ]  **Format of the Event -** Decide on the format of the event: Moderated panel discussion, keynote presentation, fireside chat, café style, lecture, etc[ ]  100 % virtual or hybrid (some participants in a physical location i.e. Collaboration Lounge) - To reduce distance bias, you may wish to have all the speakers participate virtually[ ]  Consider length of time - maximum 60-90 minutes is recommended for virtual events[ ] Create a detailed learning plan/agenda for the team (speakers, moderator, EMS, and business line lead)[ ]  Will you require audience engagement? If so, important to ensure there is sufficient time allotted. **SLIDO** (or replacement) is an effective, interactive tool for Q & As, word clouds, and polling[ ]  **Speakers -** Identify & confirm speakers depending on the type of event you are hosting: keynote, moderator, panelists * Find an engaging speaker(s) who is knowledgeable and dynamic. Consider the speaker’s experiences and perspectives and how they will benefit learners
* Consider the diversity of speakers e.g. private industry, regional perspectives, not just HQ represented
* Budget – Do you have a budget for a speaker? - If there is no budget, ensure there are no fees associated with the speaker’s role
* Send a formal invitation to the guest speaker/panelist/moderator. Include event details: Date, time, location, format, language
* Request bios and pictures from all speakers
* **Consent form** - Speakers need to sign an authorization form prior to the event – events are automatically recorded, but cannot be rebroadcasted without the signed consent forms

 | **8 weeks before the event**[ ]  **Event Title & Description –** For marketing, submit your event title, speaker and moderator info and event description to EMS* Need to factor in translation (if applicable) and input from Communications
* Business Line reviews and provides feedback on event description
* For accuracy request to see the final version from Communications

**2 weeks prior to the event** [ ]  EMS will schedule practice runs with the speakers - Opportunity to experience how the chosen technology works, coach presenters on best practices, as well as meet the other speakers[ ]  Seek volunteers to participate in the Webcast test run – if using SLIDO (or replacement), volunteers can respond to questions[ ]  **PowerPoint Presentation -** EMS will work with you to create the final PowerPoint deck. The final deck is due 2 weeks prior to the event* Consult with the keynote if they have a deck
* If keynote is an external speaker & providing a deck ensure there are no copyright issues if shared again
* Review and provide input on the deck –best practice to include resources, links and upcoming events at the end
* Share the finalized version to the keynote speaker and moderator

[ ]  **Registration -** EMS will manage the website registration and provide updates as requested by business line lead **1 week prior to the event**[ ]  EMS will provide the SLIDO (or replacement) information and PowerPoint presentation to the participants prior to the event [ ]  Confirmation and reminder email to participants will be sent by EMS | **Presenter Best Practices – Attach EMS doc here**[ ]  **Panel Size** – Max 4-5 speakers. More is hard to moderate/manage and hard for learners to follow[ ]  **Designing Questions for Speakers** * Design engaging, relevant questions and ones that encourage discussion among panel members (not just one person occupying the screen for a while)
* Learners want practical takeaways/applications
* Consult and share the questions with the speaker(s)
* Provide the questions to EMS who will incorporate them in the scenario notes

[ ]  **Designing Questions for SLIDO** (or replacement)SLIDO options include word cloud, multiple-choice questions, polling and open discussion. The questions should be designed and included in the PP deck, so EMS team are prepared prior to the event. [ ]  **Scenario Notes (Script) -** In collaboration with business Line lead, EMS prepares scenario notes for the keynote, moderator and panelists.Review the scenario notes and provide feedback to EMS. Share the scenario notes with the speakers. In addition a detailed learning plan/agenda may be helpful[ ]  Recommend a senior official from the Canada School of Public Service who will begin the session with the opening remarks and introduce the speaker(s) - 5 minutes for this segment | [ ]  **Evaluation Form** - EMS will send an online standard evaluation form 24 hours following the event–please ensure title of the event is included so it is clear for participants[ ]  **Link to recording** – Discuss options with EMS team[ ]  **Create Post Event Summary Report** based on the responses from the evaluations. Format may include:* # of registered participants
* Top 10 organizations by registration
* Positive feedback & -Lessons learned
* Satisfaction levels
* Event relevant to learners’ jobs
* Event met expectations & more

Examples of a Post-Event Summary:English: <http://gcdocs/otcs/llisapi.dll/overview/15134416> French: <http://gcdocs/otcs/llisapi.dll/overview/15133874> **Thank you and acknowledgement -** Send thank you cards/emails to the speakers within a week |