Step-by-step Guide: How to plan and facilitate online networking events

International Meet N Match 2021

This is a simple "how to guide" with short video commentary on developing, plan and facilitate online networking activities for game developers or other CCI professionals.

Watch the videos for a quick introduction and download this easy to implement "step by step" guide to planning your own event.

When to do what:

Task	Timeframe	Planning check-list:
Background info provided to interested partners	3 months prior to event	✔ Outline a communication plan for registration ✔ Consider possibilities for co-planning with other events ✔ Create an online registration form with the possibility for participants to comment on needs and expectations ✔ Consider the number of participants and how they will be "match'ed" ✔ Create a system for registration and matching ✔ Make out a "production plan" with details on technical issues and presentations. ✔ Write down "rules of conduct" for the participants to prepare ✔ Do a technical "dress rehearsal" ✔ Keep communication with the participants as easy and "to the point" as possible
Communication material is provided to project partners to share with their CCIs	One month prior to event	
Program is sent out	Two weeks prior to event	
Deadline for participation from partners and CCIs	Two days prior to event (if digital)	
Itinerary is sent out	One day prior to event (or after participation deadline)	

During the event: Moderation and technical set-up

- Online networking requires well organized moderation
- Moderation requires insights in the target group, inspiration, engagement, and commitment
- Make sure you have an assigned technical manager, who takes care of all technical issues and set up regarding the used platform.
- Zoom works well due to its breakout rooms. However, we prefer using actual networking platforms such as Mozilla Hubs or Meet in VR. These require a bit more technical knowledge than Zoom.
- Assign someone to solely service the participants, handling any questions or registration issues

After the event: Evaluation

- Send out evaluation questions for participants or do an online survey
- Consider your own key insights and learning outcomes, and outline what the online format can do for you and your organization, and what it is limited to.

Step-by-step Guide: How to plan and facilitate online networking events

International Meet N Match 2021

- Consider how you can use online networking activities as a supplement – not a replacement – for face-to-face professional exchange

Share your thoughts with us or reach out for questions at filmby@aarhus.dk