

# DESIGN AND IMPLEMENTATION STRATEGIES FOR ONLINE EVENTS

It presents the necessary aspects for the development of events through the Internet, explaining the different types of events that may be carried out online as well as the best tools.



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## EXECUTIVE SUMMARY

This e-book is designed for members of educational institutions, NGOs or companies interested in developing new creative and innovative online classes.

The document *Design and Deployment Strategies for Online Events* offers a description of online events. It offers an ADDIE model for the design and deployment of online events and presentations, types of events and recommendations for the elaboration of support materials. Cases and recommendations for the organization of online events, tactical tools for speakers and presenters are also offered. Finally, useful links, recommended bibliography and a glossary with specific terms are offered.

## INTRODUCTION

This document, named Design and Deployment Strategies for Online Events, is the third one of a series of three.

The first document, titled Design and Deployment Strategies for Online Courses, tackled the concept of Live Learning as a way of conceiving the e-learning that focuses on the potential of interaction and collaboration among people. Online tools make it possible to create educational environments and offer new high-quality completely distance learning experiences. That document offered a model of instructional design, dynamics to organize Live Learning courses, recommendations for the development of activities, designing a course, creating, managing and organizing contents, moderating forums, customized follow-up of the progress of students through reports, and implementation of learning assessment methods. Suggestions were provided according to the role in a Live Learning environment as well as dynamics for organizing Live Learning courses illustrated with cases of interest for educational institutions, NGOs or CSO and companies.

The second e-book, Design and Deployment Strategies for Online Classes, offered a description of web conference and its history, the types of tools (communication, distribution or content presentation and collaboration), technical requirements, roles, and the history of web conferences. In line with the previous document, the application of an ADDIE model was proposed for the design and deployment of online classes. Types of activities for the opening, development and closing of online classes were suggested. Recommendations for the elaboration of materials that complement online classes were made. Finally, cases and recommendations for moderators and participants of online classes were presented.

The third e-book, Design and Deployment Strategies for Online Events, offers a description of the transmission of massive presentations over the Internet. It offers an ADDIE model for the design and deployment of online events and presentations, types of events (academic and other online events) and recommendations for the creation of support materials. Cases and strategies for organizing online events, suggestions for speakers and presenters are presented. Finally, useful links, recommended bibliography and a glossary with specific terms are offered.

## WHAT IS AN ONLINE EVENT?

The Spanish Royal Academy (RAE) defines an event as "an important occurrence, arranged beforehand, concerning social, academic, artistic or sport topics"<sup>1</sup>.

Events involve coincidence in time. For instance, a number of people meet on a certain day and at a certain time in order to attend the same occurrence. With the arrival of the Internet and mobile applications that allow live transmission, it is no longer necessary to be at the same geographic space in order to attend a social, academic or artistic event, among others.

An **online event** is transmitted in real time, using tools and specific communication platforms that make it possible to reach a large public. The platform where such event is carried out serves as auditorium (from Latin auditorium) or as a room for conferences. Participants attend and participate in an online event, following the proposals of the event moderators and organizers.

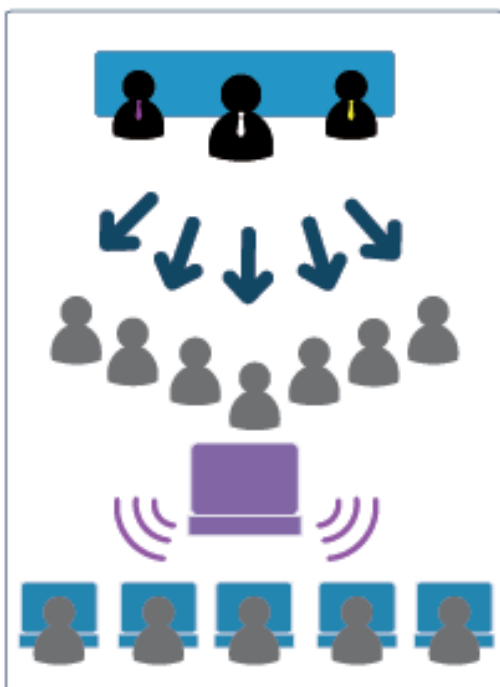
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<sup>1</sup> Spanish Royal Academy: <http://lema.rae.es/drae/?val=evento>

There are two types of online events:

### **On-site live event transmitted over the Internet**

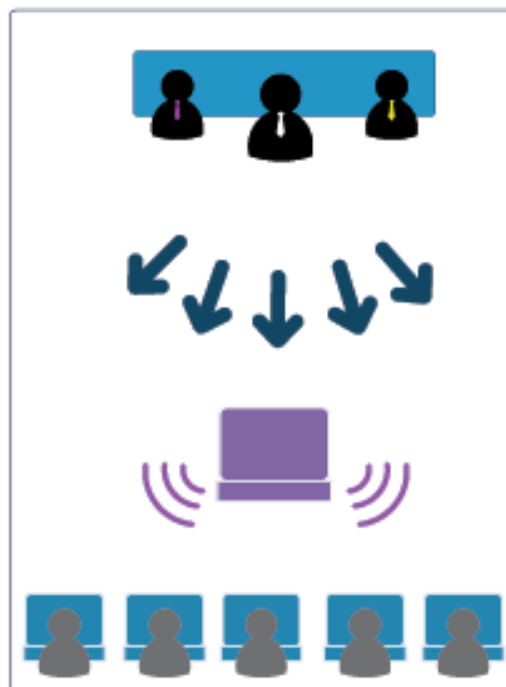
With on-site and remote attendants, who are in the same physical space as the speakers, and with remote spectators that receive the live transmission on their mobile devices.



### **Totally virtual online event**

Only with remote attendants that receive the live transmission on their mobile devices.

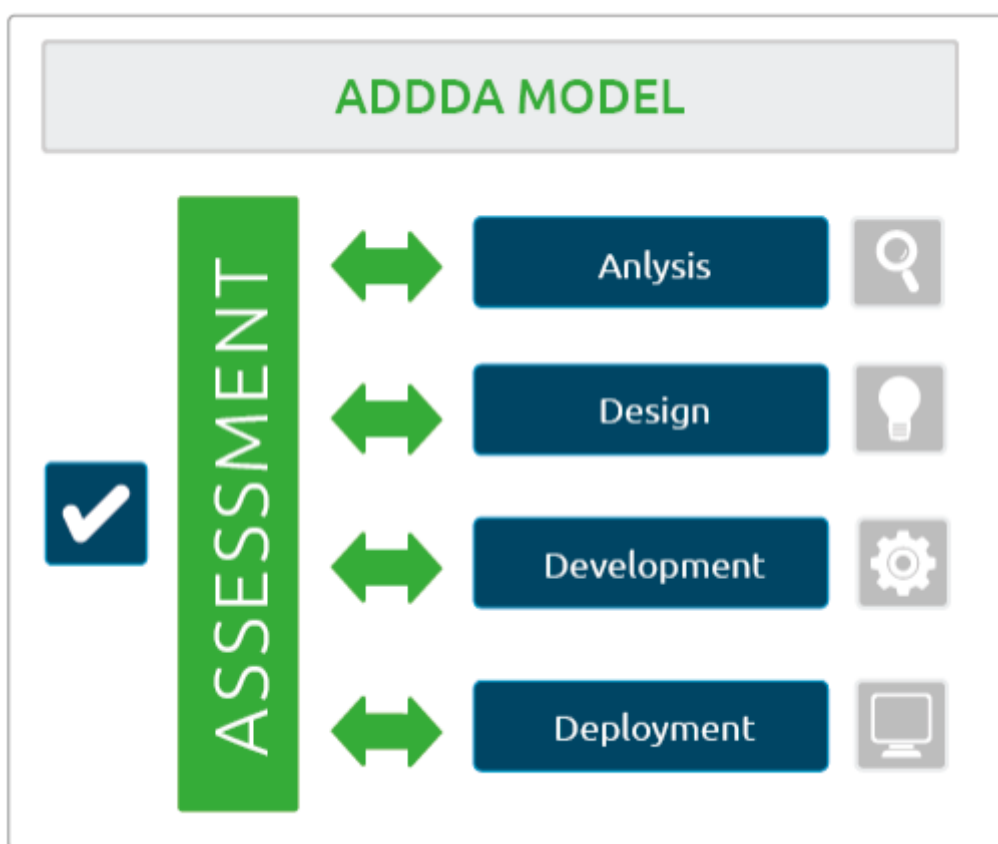
In this case, speakers may also transmit virtually to all of the participants in a conference room.



## ADDIE model for the design of online events

On the previous e-books, the ADDIE model was presented, which consists of a model of instructional design made up of five phases: analysis, design, development, implementation (or deployment) and evaluation (or assessment). The same approach can be used for online events.

An online event involves different aspects that should be constantly defined, designed and assessed in order to make adjustments and improvements:



## Phase 1: Analysis

In this phase, the following actions take place:

- Diagnosing the needs;
- Analyzing and defining the characteristics, needs and interests of recipients;
- Identifying the characteristics and search for possible speakers, presenters, guests, artists, etc. that may participate in the event;



- Analyzing different types or formats of online events;
- Testing and analyzing online transmission tools;
- Exploring the objectives of the online event within the working team.

## Phase 2: Design

In this phase, the following actions take place:

- Writing general or specific objectives of the event;
- Defining the central theme of the event and the core topics to be covered;
- Writing the event proposal;
- Selection of speakers, presenters, guests or artists that will take part in the event;
- Establishing the type of event to be held, its structure and duration;
- Defining a tentative program;
- Defining the digital teaching materials that will be in the event;
- Designing the aesthetic environment (online transmission platform) and graphic of the event.

## Phase 3: Development

In this phase, the following actions take place:

- Generating the digital teaching materials that will be in the event;
- Designing invitations and promotions in order to advertise the event;
- Making tutorials or video tutorials to be sent to attendants and publishing them in the different communication channels of the event before its beginning;
- Making an audiovisual presentation including the description, purpose, objectives, duration and program;
- Internal training of participants, moderators or guests;
- Generating advertising activities;
- Calling the participants, moderators or guests to the event;
- Carrying out a trial or pilot test, for instance, of the first part of the event.

## Phase 4: Deployment

In this phase, the following actions take place:

- Sending invitations, reminders of attendance and tutorials;

- Advertising through social networks;
- Development of the online event;
- Issuing attendance certificates;
- Inviting participants to take part in other events.

### Phase 5: Assessment

This phase is transverse to the previous four stages.

- It makes it possible to review, redesign and modify deployment strategies based on the specific needs identified.
- Generally it is conveyed in an end product that is an assessment report.
- It is important to carry out a survey to be answered by the participants at the end of each event. It is recommended that the survey contain not too many questions and be anonymous in order to get authentic responses.

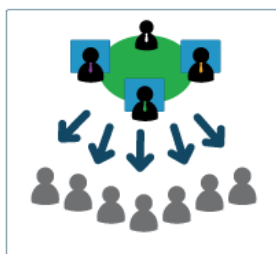
## TYPES OF ONLINE EVENTS

There are different alternatives for organizing events. Selecting the type of event to be organized depends on the particular contexts, the technical possibilities and the objectives of the event.

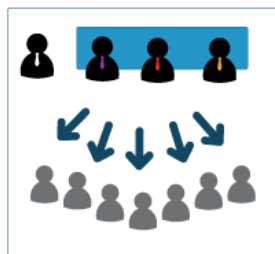
### Academic and Training Events

Academic events may be organized by educational institutions, unions, professional associations, government agencies, NGOs or companies, and may have different formats or proposals, namely:

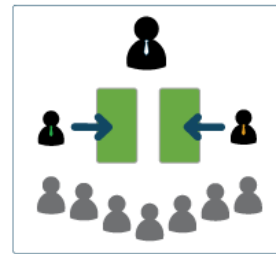
1. Round table
2. Panel or symposium
3. Debate
4. Master Class
5. Conference
6. PechaKucha
7. Interview
8. Congress



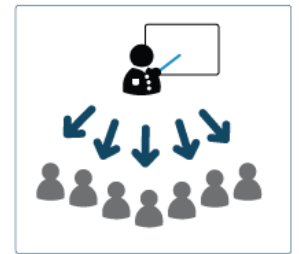
1 - Round table



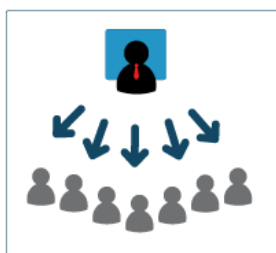
2 - Panel or symposium



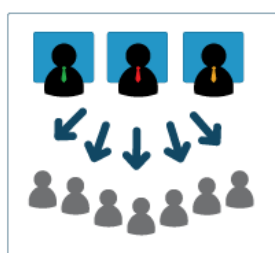
3 - Debate



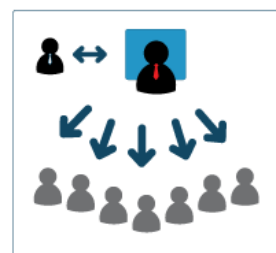
4 - Master Class



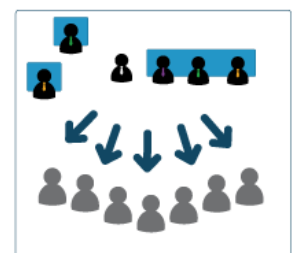
5 - Conference



6 - PechaKucha

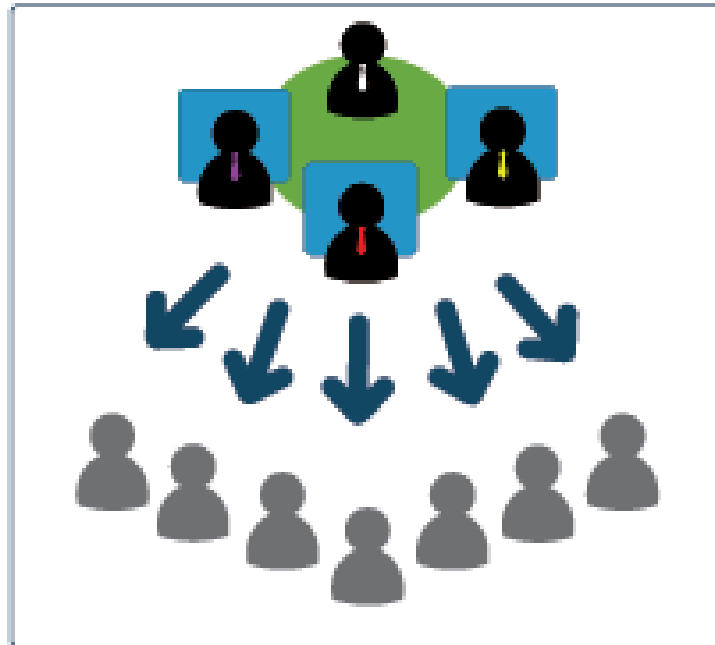


7 - Interview



8 - Congress

## Round table

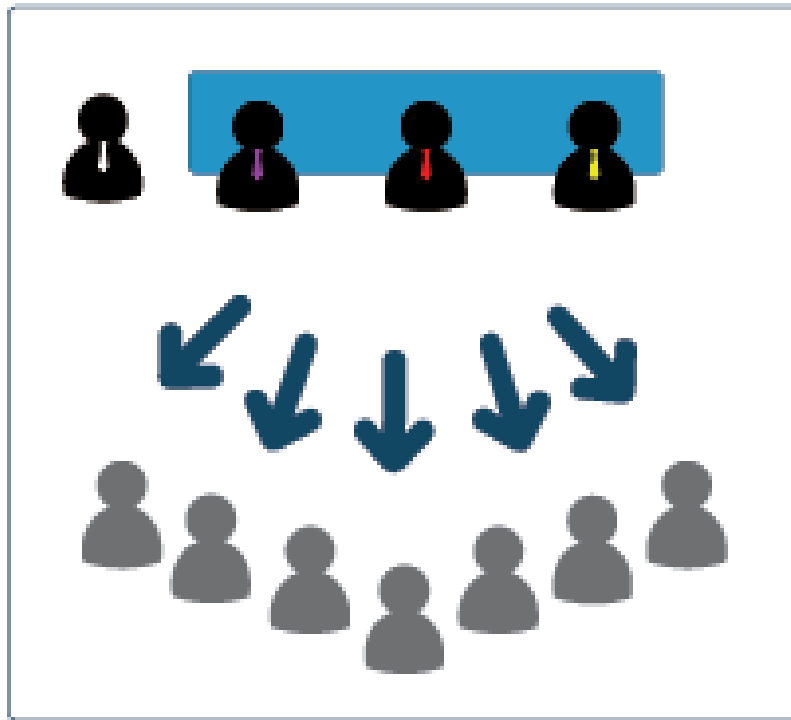


All the participants in a round table express their opinion about a topic or problem. Their opinions or points of view may be dissenting, supplementary or contrary, thus allowing for some exchange. After the interventions, attendants may ask questions to the participants in the table. In the event, there is a moderator who introduces the participants in the table, organizes their intervention and presents the final conclusions.

### Example:

A round table made up of a psychologist, a social worker and a doctor, in which they are exchanging opinions about addiction prevention.

## Panel or Symposium

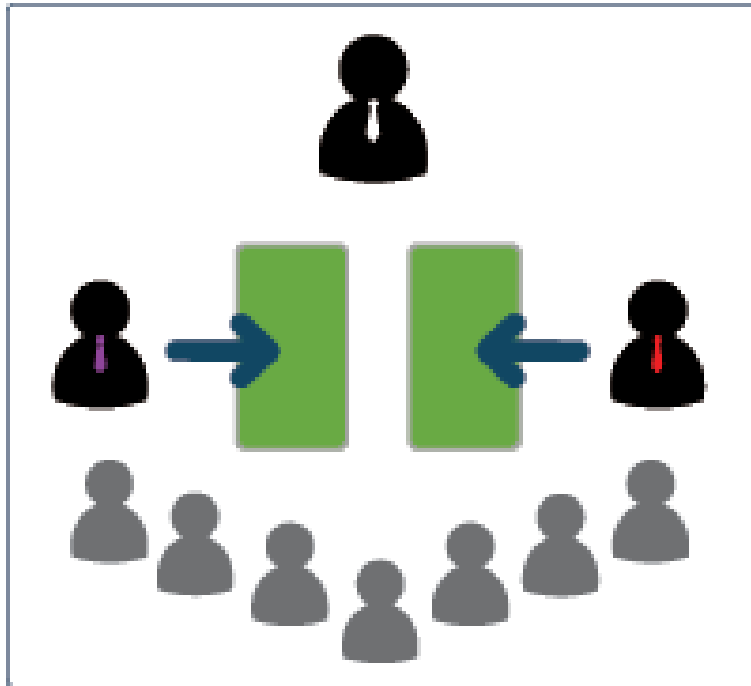


It is a meeting of experts who explain a particular topic from different points of view. The objective is to address every aspect and dimension of a certain topic. Unlike a panel, a symposium offers different conferences about a specialization, generally in connection with research results or scientific developments. In both cases, a moderator presents the speakers and makes a final summary.

### Example:

A panel about Primary Education in Latin America, where representatives from different countries speak about the primary education in their corresponding contexts.

## Debate

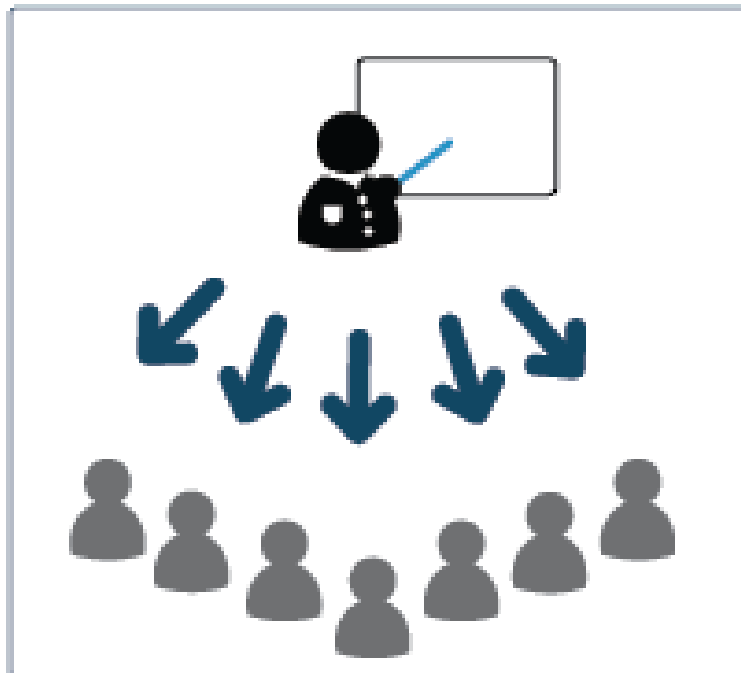


Two or more persons with dissenting opinions participate in a debate. Each participant explains their point of view and the arguments that support or reject the other person's point of view. There is a moderator who introduces the topic, waves the floor to the participants and organizes their participations.

### Example:

A debate on surface mining in which an ecologist, an engineer and a government official participate.

## Master Class

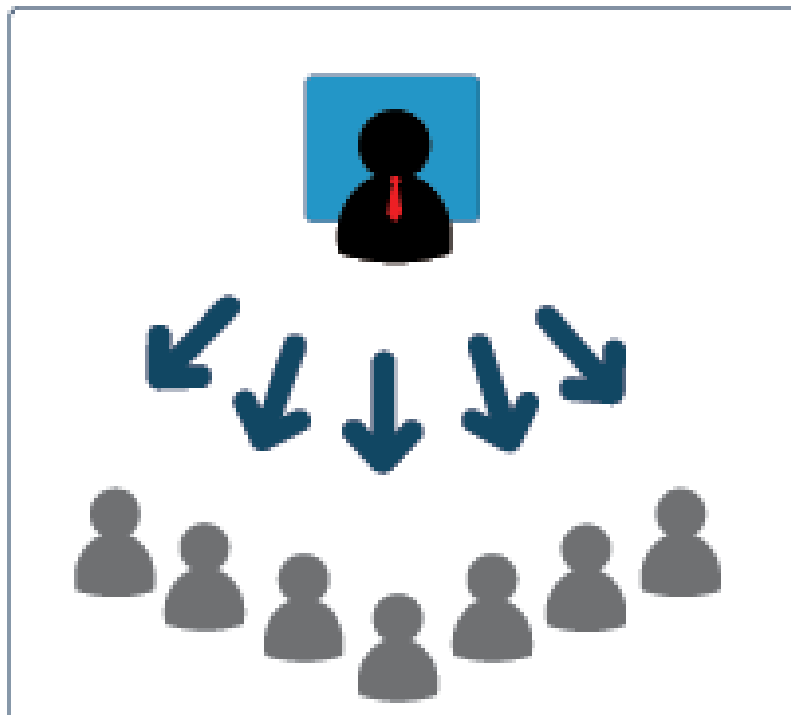


This event is exclusively aimed at teaching, and may introduce, supplement or close a traditional or distance course. It is a one-way class conducted by one or several professors towards a particular group of students. One or several topics from a program are addressed, using audiovisual materials and bibliography.

### Example:

A master class at the beginning of a semester for the subject Digital Communication, at the school of Communication Sciences from a private university.

## Conference



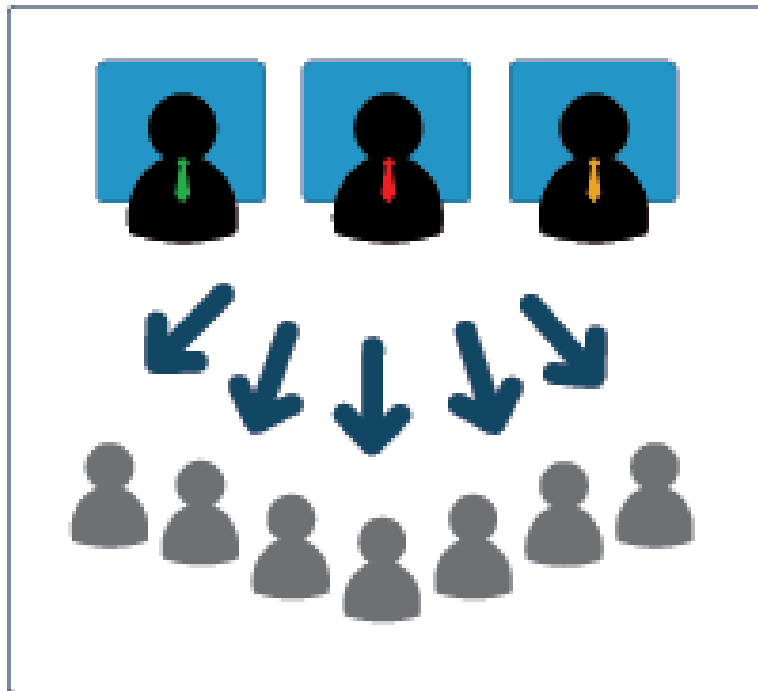
A conference is a lecture in which an expert, a leader, a director or personality explains a topic, problem, project, investigation, etc. Generally, a conference is held with supporting audiovisual materials.

### Example:

A conference about school coexistence in vulnerable contexts held by an international specialist.



## PechaKucha



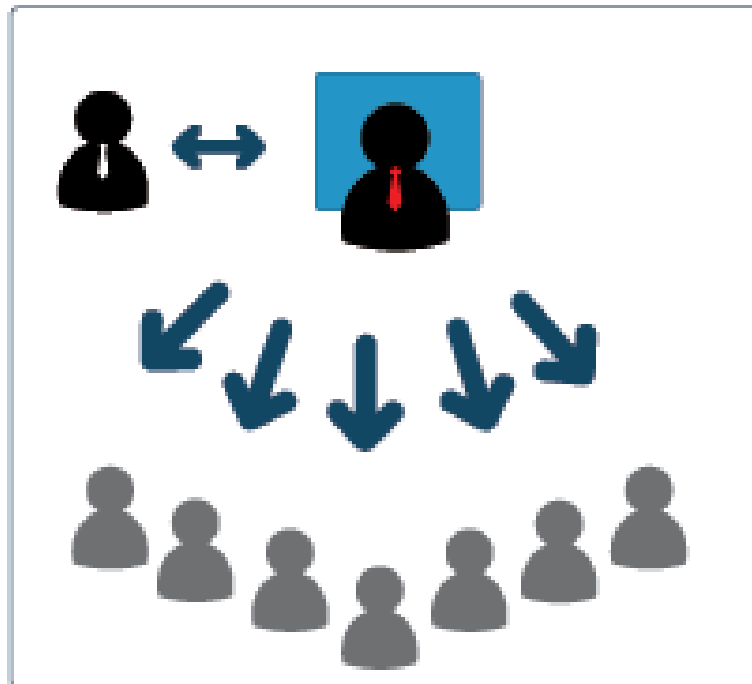
An event in this format offers short presentations of different exhibitors, each of them lasts 6 minutes and consists of 20 slides that are explained during 20 seconds each. This type of event is to share creative, brief and innovative ideas which do not need to be related to the same topic or connected transversally.

Another alternative to events with short conferences may be an event organized with consecutive presentations no longer than 15 or 20 minutes each, only for a day.

### Example:

An event in which ten exhibitors offer their presentations in 20 minutes on different topics: journalism, biology, illumination, gastronomy, web enterprises, comics, literature, architecture, NGOs, inventions.

## Interview

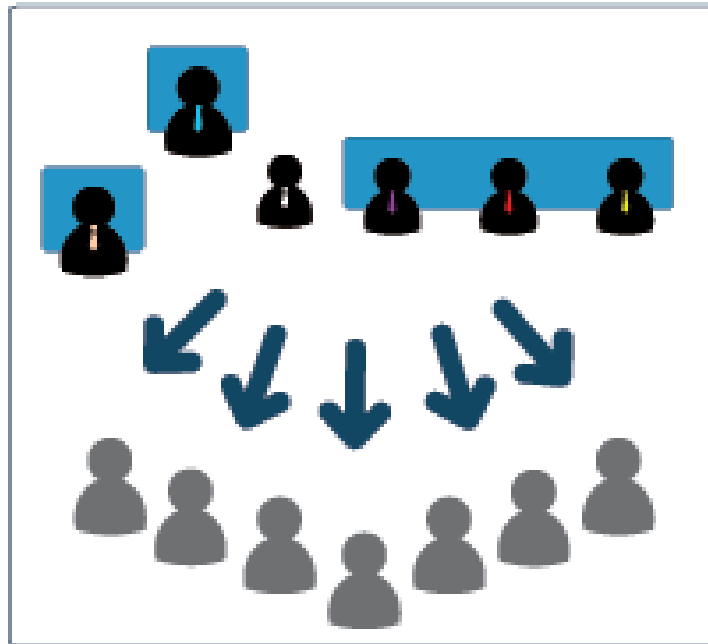


This is an event in which an interviewer makes a series of questions more or less structured, previously defined by an expert or a leader, to a personality, authority or director. The interview may be related to a particular topic, biography, among multiple alternatives.

### Example:

An interview to a writer, which is conducted by a journalist, and related to the writer's life and work.

## Congress



It is an event that includes different formats and presentations. It may include an agenda made up of round tables, panels, conferences, workshops, interviews, posters, among others. In general, the proposals are related to a core topic, even though they offer different outlooks, dimensions, theories, approaches, etc. A congress may last one or several days, and it may be based on a certain criteria, for example, a topic, type of proposal, type of receivers.

### Example:

A university organizes a congress about Gerontology in which experts present 5 conferences and a panel.

### Other possibilities of online events

Apart from the above detailed events, the transmission of online events for other purposes and needs is also possible.

- Social events, such as a book presentation, the start of a program, a charity event, an award ceremony, or a tribute.
- Arts or sports events, such as the transmission of festivals, sports competitions, music shows, theater plays, among others.
- Marketing events, for example, the transmission of a product or service presentation, the introduction to society of an institution or the opening of a business.

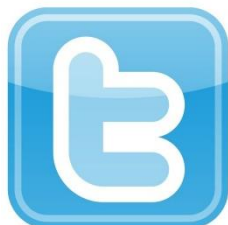
## SOCIAL NETWORKS IN ONLINE EVENTS

The services of social networks are environments that connect people who interact online. In general, social networks allow people to set up a public or semipublic profile and establish contact with other people ("friends" or "followers") with the purpose of chatting, sharing texts, images, links, videos, as well as playing, organizing different actions, debating, generating ideas, among other possibilities.

Currently, the two social networks most widely used to organize events are Facebook and Twitter:



Facebook: is a social network that was created in 2004, but was widely spread in 2007 when it was translated into several languages. Today Facebook has more than 1,200 million of users all over the world. In the platform you may have a user's profile, share text, videos, links and photos; make comments, play, send private messages, create events, pages and groups.



Twitter: is a social network launched in 2006 with more than 200 million users. In the platform you may create a profile and send text messages in 140 characters or less to your followers (for this reason, it is also considered a *microblogging* service). Messages or tweets may contain links and images and they can be read, answered or reproduced (retweeted).

Both social networks may be used from their own websites; however, there are other alternatives to manage the flow of information and contacts through online mobile applications for cellphones and tablets, which make them immediate.

Although social networks may be used for different purposes, they are mainly used for personal issues: people connect with each other sharing opinions, likes and interests. However, due to their communicative and participative potential, and the fact that they are versatile, accessible and easy to use, these social networks may be used for other purposes, for example: a lot of teachers create Facebook groups to supplement their traditional classes; service companies offer customer service, they establish a bidirectional communication with their customers and fans, or promote their products through Twitter; public personalities have their own pages on

Facebook to keep their followers informed. So, among multiple uses, social networks may also be used to supplement the organization and holding of online events.

### Promotion of Events through Social Networks

In most cases, organizing events requires advertising activities, which may be open or limited to a closed public.

Events may be created on Facebook (<https://www.facebook.com/events>) by setting up the title, place and date; you can send invitations to your contacts or fans from this option. Another alternative that is available on Facebook is to create a closed or public group about the event and advertise it among interest groups. In turn, there is a set up option that allows each guest or member to invite other contacts, therefore multiplying advertising possibilities. Using any of these alternatives, you can share news about the event, make surveys and send messages and announcements to the attendants some days before the date of the event.

In Twitter, it is possible to promote an event by creating tweets with information about it, invitations and links. As it is a microblogging platform, it may contain an external link to the event website, or to the Facebook event, so that the followers may get complete information of the proposal.

### Communication during the Online Event through Social Networks

While the online event is being held it may be enriching and attractive for the attendants to have the possibility of following the event through the social networks.

Both, on Facebook and Twitter, the start, each of the different moments, the speakers, the stages or the main events can be announced. Also, images can be shown and the main ideas or phrases being outlined can be shared. These actions may be carried out by the event organizers. However, attendants may also do the same by raising the number of opinions, impressions, recordings and interpretations of what is happening. From their computers, tablets or cellphones, attendants may also give their opinion, answer to some questions or ask questions to the speakers, thus having an active role during the event.

One of the main ways of organizing this multidirectional participation is by proposing one or several "hashtags" to be used during the event. A hashtag is a tag attached to a Facebook or Twitter publication. It is formed by a word or an unspaced phrase prefixed with the number sign (#). Occasionally some abbreviations are used to

optimize the use of characters, such as #EducTIC or #Promo2014 or #6anniversary. In both social networks a hashtag is created the moment it is used for the first time. In this way, the flow of information is organized. When you click on a hashtag, the platforms only show the publications containing it. There are some applications through which you can follow a certain hashtag, by saving it beforehand.

Although only one hashtag is used for the whole event in order to simplify, it is possible to create one general hashtag for the event, and others according to the speaker, the topic, the moment or the day of the event, among other options. In this way, each publication will include 2 hashtags. It is of paramount importance that the event organizers create the hashtags and publish them constantly, so as to avoid the attendants creating several similar hashtags themselves, thus atomizing or disorganizing the information.

## CASES

Below there are 6 cases of deployment of online events that were organized by companies, NGOs and educational institutions.

### International Virtual Congress on virtual Education

Institution	Context	Description of the Proposal
3 Argentine private universities located in Córdoba, Rosario and Buenos Aires.	The three institutions organize the Virtual Congress on Virtual Education	<p>A 3-day Virtual Congress.</p> <p>Day 1: symposium on education and technology.</p> <p>Day 2: specialists debate about the possibility of virtual education.</p> <p>Day 3: round table to present international experiences on virtual education and analyze cases.</p>

### Presentation of the book *Emprendedores TIC*

Institution	Context	Description of the Proposal
Technology company specialized in education	Official presentation of the book	Presentation of a new book in which businessmen are invited to know the new company's publication. The event starts with a welcome by the company, and then colleagues and guests make comments about the book. Attendants may send in queries through a public chat.

### Beginning of a new academic year at university

Institutions	Context	Description of the Proposal
Institute of Teacher Education	First master class of a yearly subject of a distance course of studies.	Opening class of the Math Teacher Training Course. Attended by all of the students of the course.



### End of the Year Exhibition - Neighborhood Orchestra

Institution	Context	Description of the Proposal
Orchestra from Villa Urquiza Neighborhood, Buenos Aires, Argentina.	End of the year exhibition of the school orchestra.	A one-hour exhibition in which the orchestra demonstrates the repertoire studied during the year. Open call for the members of the community who attend.

### A cycle of PechaKucha virtual conferences on health

Institution	Context	Description of the Proposal
NGO related to healthcare	Event organized by an NGO It offers short conferences on different topics.	Cycle of web conferences that consists of short exhibitions in a PechaKucha format, by means of 20 slides showed for 20 seconds each.

### Presentation of scientific and education posters about technology.

Institution	Context	Description of the Proposal
Universidad Nacional de Tierra del Fuego	Presentation of scientific posters on an academic event	A two-day education and technology virtual congress will broadcast a live transmission of the presentation of scientific posters.  The lecturers are in different countries and will be part of the event agenda.

## RECOMMENDATIONS FOR ORGANIZING ONLINE EVENTS

It is important to consider some aspects that are relevant to the organization of an event in the following moments: before, during and after the event.

### Before

- When preparing a participation in an online event we recommend that the organizers:
- Plan the event agenda and the timing expected for each of the event activities.
- Open the enrollment no later than two weeks before the event. Automatic virtual methods to enroll participants should be used. This can be done through social networks or specialized websites, such as Eventioz.
- If the event lasts several hours or days ask in the enrollment form whether the attendants will be present during the whole event or only in some instances scheduled in the agenda. In this way, you will have more accurate information about the number of people who will attend the online event.
- Advertise the event in advance.
- Direct advertisements to possible interested recipients through the social networks (such as Facebook, Twitter, LinkedIn) of the institution and others of interest. Share the invitation through e-mail, digital institutional newsletters, and e-cards, among others.
- Send the event agenda by e-mail and/or publish it on social networks.
- Send and/or publish reminders with the date and time of the event. It is recommended that you send them on the previous business day, at the beginning of the specified day and half hour before. It is important to specify the local time zone, so that people participating in other countries may know the time at which they should log in.
- Go over technical aspects by doing a test or trial with moderators and/or presenters of the event in order that they familiarize with the environment and identify possible difficulties.

- Send tutorials or instructions to the online event attendants explaining clearly and accurately a) what technical requirements they must consider to log in and participate; b) the environment of the auditorium or conference room.
- Design a post event survey.

### During

- During the online event we recommend that the organizers:
- Provide permanent technical assistance to presenters and moderators;
- Assist speakers when necessary;
- Make available to the speaker a private channel of communication (for example, chat) so that he can ask for assistance;
- Ask the speaker what elements he is going to need; for example, notepads, pencils, earphones, candies, water, tea, coffee;
- Establish beforehand whether the speakers want an available public chat during the whole event, or only at the time of questions and answers;
- Control the time planned for each of the event stages and make adjustments in order to stick to the schedule; this may also be done by the moderator.
- Record any suggestions made by the public and any adjustment needs, in order to apply them and improve future events.

### After

- At the end of the online event we suggest that the organizers:
- Send the participants the materials published for the event, summaries and links to recordings;
- Answer through e-mail or social networks the questions asked during the time available for that purpose;
- Send and publish invitations for future events;
- Implement a survey after the event; an online self-administered survey is suggested.

## Recommendations for speakers

### Before

- When preparing a participation in an online event we recommend that the speakers:
- Make a previous diagnosis: to know the purpose and format of the event, the total duration, the exact time for his exhibition, the context in which the presentation will be made, the recipients' characteristics (language, location, academic profile, among others);
- Turn off your cellphones and mute the telephones.
- Design the presentation: identify the main ideas, develop them, draw a diagram and design the slides;
- Have a list of topics and a script with the time allotted to each part of the presentation;
- Rehearse in advance in the conference room for the event and control the necessary time allotted to the presentation, as established by the organizers;
- Communicate with the organizer in order to share doubts and queries.

### During

- We recommend the following to make the presentation:
- Attract and maintain attendants' attention;
- Interact with the attendants by proposing their participation in an activity to be solved through a chat or in Twitter, for instance;
- Use tools and support materials (Power point, interactive digital whiteboard, etc.);
- Manage pauses, physical posture, gestures, vocabulary, emphasis, touches, diction, tone of voice, etc.;
- Introduce any reference to life experiences so that the attendants familiarize with the speaker's topic;
- Check the time of the presentation and make adjustments, if necessary;
- Close the speech summarizing your presentation and introducing new questions and final reflections.

### After

- Watch the recordings and identify the strengths and weaknesses of the presentation.
- Ask your colleagues for advice in order to do better in other events.
- Check the organization aspects (punctuality, time allotted to each stage of the presentation).

### Recommendations for participants

- Schedule day and time of the event;
- Check in a time converter the difference with the time zone established in the invitation and/or enrollment form;
- Go over the tutorials in order to familiarize with the web conference room and to check technical requirements;
- Log in punctually to the event;
- Participate in the public chat and/or social networks by doing the activities proposed by the speakers or the organizers;
- Avoid expressing in the public chat comments or personal opinions not related to the topic referred by the speaker.
- Make sure that the elements necessary for the event are available: earphones, notepads, pens, tablets, cellphones, tea, coffee, etc.
- If the event is long, check the breaks in the agenda.
- Be present until each speaker finishes their exhibition.

## USEFUL LINKS

### FAQs

<http://www.wormholeit.com/en/help/campus>

### App for iPhone and iPad:

<https://itunes.apple.com/en/app/wormhole-classroom/id661296837?mt=8#>

### App for Android devices:

<https://play.google.com/store/apps/details?id=air.com.wormholeit.rtc.mobile>

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## GLOSSARY

**Auditorium:** From Latin auditorium, is the place where an audience attends to participate in an event.

**Share desk:** This is a functionality that makes it possible to transmit from the presenter's or host's screen in a virtual meeting or web conference.

**Lecture:** A methodical and detailed speech on any subject with the purpose of either exposing or refuting others' points of view.

**Online Event:** An academic, social, sports or artistic occasion broadcasted live through a specific communication platform.

**Hashtag:** A tag formed by a word or unspaced phrase prefixed with the number sign (#), which is used to organize information.

**Microblogging:** A service that allows users to send and publish short messages. Twitter is a representative example.

**Moderator:** The person who, in an event, is in charge of introducing, directing, organizing, waiving the floor to other presenters or attendants, controlling the timing and the agenda, and presenting the conclusions.

**Speaker:** This is the person who, in an event, offers a speech, lecture, conference or opinion in public.

**Participant:** User profile for recipients of courses, web conferences and live transmissions. The participant has no administrative rights.

**PechaKucha:** Presentation style or format in which 20 slides are shown for 20 seconds each in a simple, creative and informal way.

**Poster:** A way to exhibit works in congresses and scientific meetings, which mainly have a graphic format.

**Presenter:** This is the host of a virtual meeting or web conference conducting the event, moderating exchanges and providing rights for participation.

**Social Network:** This is a service that offers a platform where one may configure a public or semipublic profile to be in contact with other people and interact online.



**Streaming:** Distribution of multimedia contents through a computer network, so that the user can consume the product as it is being downloaded. It is mainly applied to distribute audio and/or video.

**Tutorial:** Teaching material related to a procedure or containing the steps to do a certain activity. The material can be presented in text, image or video format.

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### Credits

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**Buenos Aires, March 2004.**

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# Design and Deployment Strategies for Online Events

