INTRODUCTION

“We experienced a paradigm shift in event design and delivery as a result of the pandemic. Quite simply, it is far more difficult to plan, design and stage an engaging virtual event than a face-to-face event. This toolkit provides a refreshing and valuable opportunity to raise the bar for virtual event design and delivery. I am honored to have been involved in the thinking behind this exciting product.”


BACKGROUND

During the global COVID-19 pandemic in 2021, the World Bank Group’s Disaster Risk Finance and Insurance program (DRFIP) aimed to transform their in-person seminars into the digital space.

There was more to transferring presentation slides online, with digital possibilities and the need for human interaction to be explored.

This toolkit combines their findings on how to best engage online audiences and on how to assist World Bank facilitators with their events.

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CONCEPT AND IMPLEMENTATION

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THANKS TO

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PURPOSE

These online engagement method cards are for people looking to facilitate or organize more dynamic, engaging, exciting, interactive, and unique online events. Webinars especially are more than simply creating presentations online. It is about using digital technology to leverage the power of learning.

As preparation is key to a smooth online event, this toolkit assists you with the choreographing process. It includes 24 method cards that you can mix and match depending on the overarching objective of your session. They have been carefully selected by analyzing how people learn best in digital environments. To simplify onboarding, attached at the end of this toolkit you can find 6 curated online sessions ready for you to use.
METHOD CARDS IN DETAIL

SPLIT PRESENTATIONS

HOW IT WORKS
Be clear with the speakers about the objectives of the session beforehand. They should also provide a summary of their talk. The length of all presentations should stay consistent (10-30 minutes). Depending on how many presenters you have, you can also consider having 2-3 rounds.

The segment begins in the “main room”, where speakers and their presentations are introduced to the learners. A “map” is then shown, displaying the presentation times and which breakout rooms they are in.

The moderator should observe the time of each presentation and notify speakers five minutes before time is up. If your software doesn’t allow the people to move between breakout rooms autonomously, learners can edit their name according to the breakout room they want to go to. IT support can then move them. If learners want to move again, they join the “main room”, and notify IT support in the chat. The “main room” should have the map displayed to help with orientation.

REQUIREMENTS
Roles:
- 1x moderator
- 1x IT support
- 3-10 speakers

Software:
- Breakout rooms
- Chat function

Supplies:
- Map

INSPIRATION
[3] Article: Rock Your Next Webinar with Multiple Webinar Speakers

CONSIDERATION CHECKLIST
- Create a map outlining the presentation topics, times and breakout room number. This can be a timetable or a visually appealing image like a building with different rooms to enter or a map of landscapes (see #5 Digital Journey Map).
- If the breakout rooms are rather small and people will have the chance to interact with each other, set up a participant wall (see #2 Warm-ups).

ADD ON
Playing music in the “main room” creates a sense of welcome when learners move between breakout rooms. Depending on the music you choose, you can create a calming atmosphere or boost energy.

Ideal for
Increasing the autonomy of learners as they are given an element of choice on what presentations to attend. This method is great if you have a limited time presenting many guest speakers or case studies.

WHAT IT IS
Module presentations happening simultaneously with breakout rooms.

IDEAL FOR
Increasing the autonomy of learners as they are given an element of choice on what presentations to attend. This method is great if you have a limited time presenting many guest speakers or case studies.

Audience size
Ranging from small (5-10) to large (>150), "Any size" will fit all audience sizes.

Number, name and icon
To help identify the method card.

What it is
A brief summary of the method.

Consideration checklist
A list of things that you should consider when carrying out this method.

Requirements
Roles, software, supplies and equipment needed to carry out this method effectively.

Add on
Tips on how to make your online session go the extra mile.

Level of interactivity
Low, medium, or high.

Upper Tags: For method placement
Use these tags as a guide to see at what stage this method works best in your online session.

Lower Tags: For learning purpose
Use these tags as a guide to understand the main purpose of a method and if it fits your overall objective.

How it works
A detailed description walking you through the method step by step.

Duration
Advise on how long the method should take.
HOW TO USE THE METHOD CARDS

PRINT@HOME VERSION
for offline use and easy in-person collaboration

Step 1
Duplex print the 24 method cards (pages 11 to 58) and the template to create your own cards (pages 60 to 63) from this PDF to A4 format

Step 2
Have the card in portrait, and fold it vertically in the middle. Then fold it once again in the middle. After unfolding, you will then have four segments

Step 3
Each card can now be collapsed, with the left grey area being visible at the front. This makes it easy to handle and move cards around within a limited space

DIGITAL VERSION
to make use of the searchable catalogue,

scan the QR code below

or access via the following link:
www.financialprotectionforum.org/online-engagement-toolkit

PDF
PLANNING YOUR ONLINE SESSION

HOW IT WORKS

To help plan your online session, consider arranging the collapsed method cards on a timeline as shown here. Use the additional components (highlighted in yellow), and replicate them on a whiteboard or table.

Requirements

...if you have a table:

- printed method cards
- sticky notes or pieces of paper
- a pen

...if you have a whiteboard:

- printed method cards
- magnets
- sticky notes
- a pen and whiteboard marker

Establish the purpose of your online session

- What do you want to achieve in this session? What value will it bring?
- What content is relevant to your learners? What is the main thing you want them to takeaway?
- What experiences do you want to give your learners? Is there a focus on interaction, learning, assessment or reflection?

How long will your online event be?

Use lentils, peas or magnets to keep track of the length of your event. Each piece can equal 5 minutes. So, if your event is one-hour long, you have 12 ⬤ to distribute underneath the cards.
MEASURING SUCCESS

KEY METRICS AND BENCHMARKS

Determining metrics of your online session/s should be considered during the planning phase as it will help you gauge performance and benchmark the quality of future events.

Measuring success will depend on the overall objective of your event but below are metrics to understand engagement levels:

1. Register to attendee ratio
   When looking at the general trend of webinars today, most report the register to attendee ratio to be around 30-45%. It can highlight how well an event has been promoted and pinpoint areas of improvement. Be aware that generally larger registration numbers mean lower register to attendee ratios.

2. Repeat or returning attendees
   Does this number increase over time? If so, what are the demographics and psychographics of these attendees? By researching this, you might detect patterns.

3. Engagement
   Analyzing how many learners engage with interactive elements (e.g. polls, Q&A, chat, downloading recordings and resources).

Tips to promote your online session(s)
- Word of mouth
- Email promotion + reminder emails
- Articles on blog posts
- Social media posts, hashtags
- Social proof - organizing renowned speakers
4. **Audience retention**
Spotting trends in drop-off rates within the duration of an online session. Do drop-off rates correlate to specific events in the online session?

5. **Brand awareness**
Analyzing increases in social media interactions, increased web searches, or direct traffic.

6. **Feedback**
Number and quality of responses in feedback. Consider using follow-up emails or feedback surveys after the session.

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**Net Promoter Score**

Quantifying the results of your events can be conducted with a quick Net Promoter Score (NPS Score) survey where you ask learners to give a rating of 1-10:

- How likely would you recommend [online session] to a friend/colleague? (1-10)
- How likely are you to attend another event organized by us? (1-10)
- What would you like to see improved at our next event? (open answer)