TOOLKIT MANUAL

Global Risk Financing Facility
Supporting Early Action to Climate Shocks, Disasters, and Crises

Disaster Risk Financing & Insurance Program
SUPPORTED BY WORLD BANK GROUP

INTRODUCTION

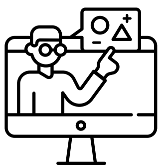
“We experienced a paradigm shift in event design and delivery as a result of the pandemic. Quite simply, it is far more difficult to plan, design and stage an engaging virtual event than a face-to-face event. This toolkit provides a refreshing and valuable opportunity to raise the bar for virtual event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

– Simon V. Fowler, Facilitator. Event Designer. Master of Ceremonies. Coach –

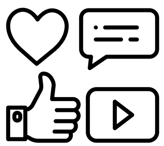
PURPOSE

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.

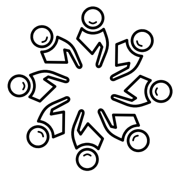
As preparation is key to a smooth online event, this toolkit assists you with the choreographing process. It includes 24 method cards that you can mix and match depending on the overarching objective of your session. They have been carefully selected by analyzing how people learn best in digital environments.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



Add excitement and energy to your online sessions



Increase active participation from your audience



Bring human connection into the digital space

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.

CONTACT

online.engagement.toolkit@gmail.com

CONCEPT AND IMPLEMENTATION

Justus Cöster / Merle Pohl / Katherine Shanahan

TASK TEAM LEAD

Kaavya Ashok Krishna

THANKS TO

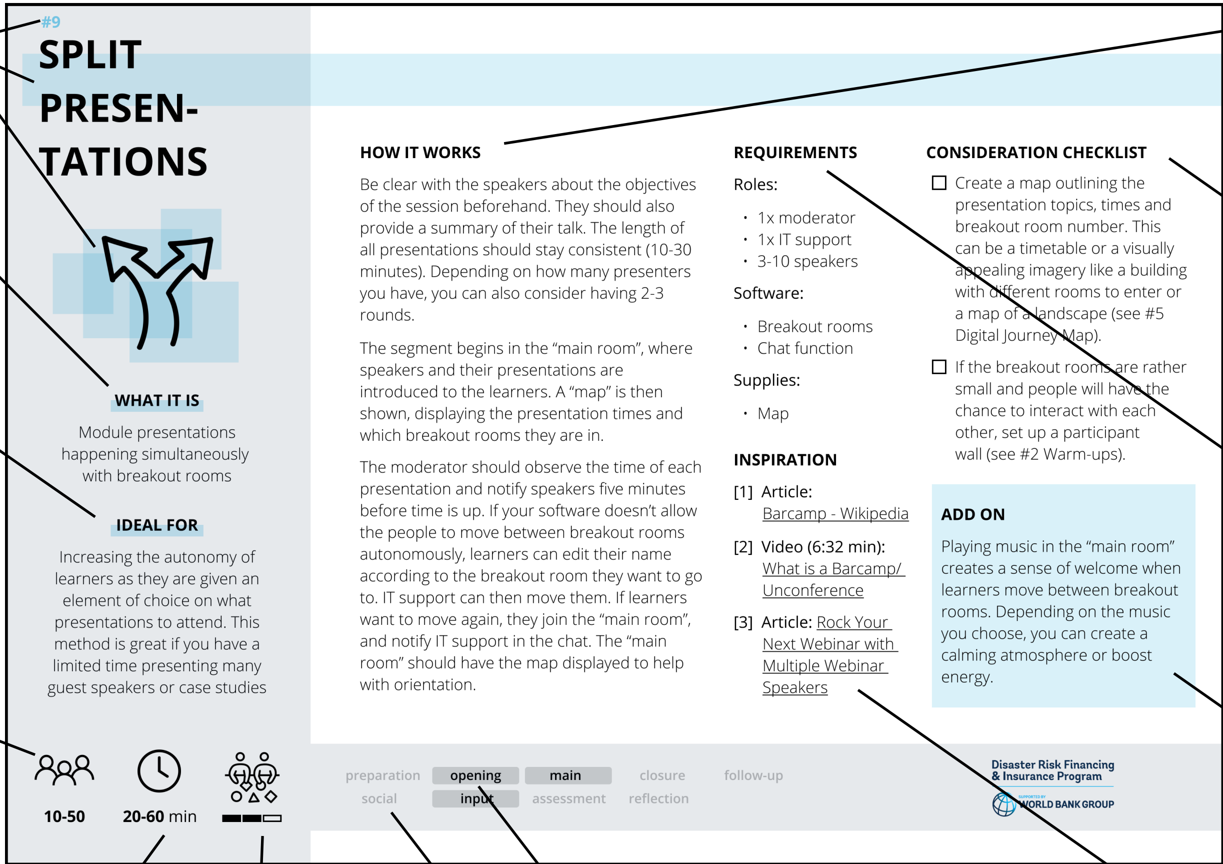
HPI D-School / Clemens N. Buss / Simon V. Fowler

Number, name and icon
to help identify the method card

What it is
A brief summary of the method

Ideal for
Benefit(s) of using the method in your online session

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


#9

SPLIT PRESEN-TATIONS

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

10-50

20-60 min

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

[1] Article: Barcamp - Wikipedia

[2] Video (6:32 min): What is a Barcamp/ Unconference

[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 imagery like a building with different rooms to enter or a map of a landscape (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.

preparation | opening | main | closure | follow-up

social | input | assessment | reflection

Disaster Risk Financing & Insurance Program

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

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

Inspiration
Examples and inspiration to give you an idea of how the method could be used

Duration
Advise on how long the method should take

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

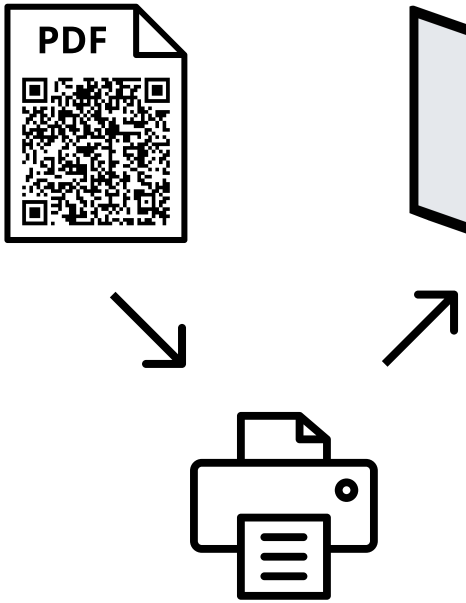
HOW TO USE THE METHOD CARDS

PRINT@HOME VERSION

for offline use and easy
in-person collaboration

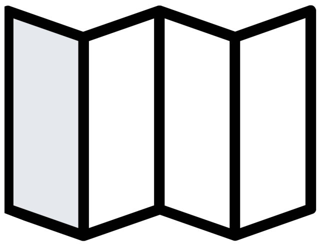
Step 1

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



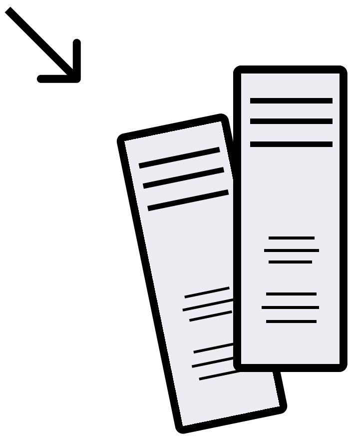
Step 2

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

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 white-board or table.

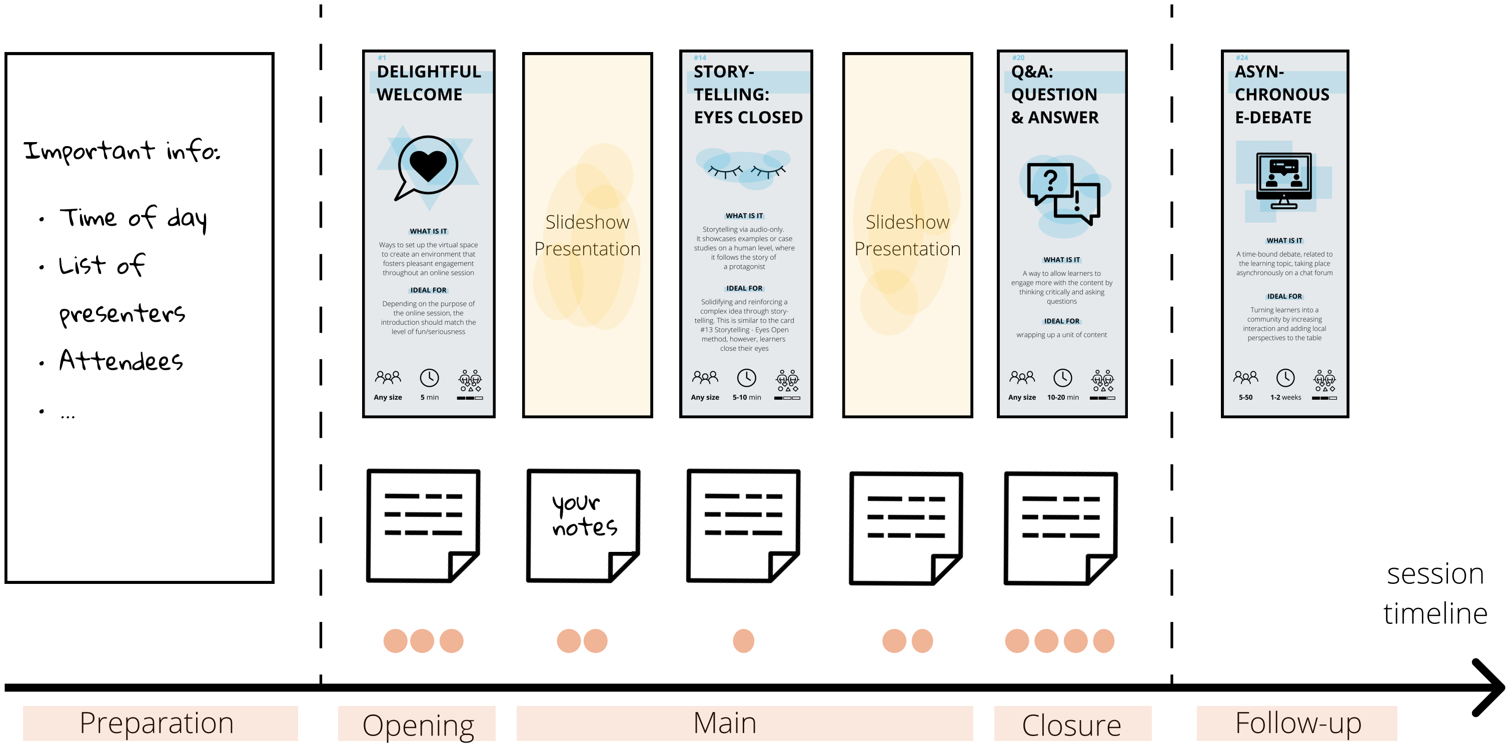
Requirements

...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:

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

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.

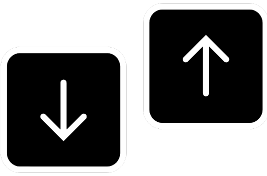
2. Repeat or returning attendees

Does this number increase over time? If so, what are the demogrpahics and psychographics of these attendes? By researching this, you might detect patterns.

3. Engagement

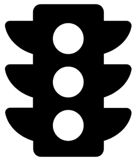
Analyzing how many learners engage with interactive elements (e.g. polls, Q&A, chat, downloading recordings and resources)

MEASURING SUCCESS



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.

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)