INTERREG MED Programme

2014-2020

ESMARTCITY

Enabling Smarter City in the MED Area through Networking

(3MED17_1.1_M2_022)

Priority Axis 1. Promoting Mediterranean innovation capacities to develop smart and sustainable growth

Specific Objective 1.1 To increase transnational activity of innovative clusters and networks of key sectors of the MED area

WP4 – Transferring

Activity 4.2 – Capacity Building Interventions

Deliverable 4.2.3 – "Online events guidelines "

Contractual Delivery Date: **None**
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Dissemination Level		
PU	Public	
PP	Restricted to Programme Partners and MED Programme	
RE	Restricted to a Group defined by the Partnership and MED Programme	
CO	Confidential, only for members of the partnership and MED Programme	

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1   Introduction

1.1   Scope and objectives of the deliverable

This report has been developed within the ESMARTCITY project of the European program Interreg MED, and serves as a deliverable for the activity A4.2 "Capacity Building Interventions". More specifically, it represents D4.2.X "Analysis of online meeting and conference tools to deal with the COVID-19 pandemic" and its aim is to develop a first analysis of possible online meeting tools to cope with the international COVID19 situation to be able to complete residual project activities, and mainly Capacity Building Workshops and Final Project Conference.

The analysed tools are expected to be utilized for both Final Project Conference and 8 Capacity Building Workshops (2 transnational and 6 local).

The capacity building workshops target policy makers and more specifically local and regional public authorities aiming at improving their capacities related to innovation enhancement related to the Smart City concept, bringing the Smart City concept in the core of their activities for innovation and entrepreneurship enhancement in the MED area.

The aim of the workshops is threefold: to transfer the necessary knowledge to policy makers utilizing the knowledge built in the framework of the project especially in WP3 and deliverable 3.4.1 "Green paper for Innovation Policy Change", to develop necessary skills in policy makers at regional and local level of MED partner countries, and influence their attitude towards innovation enhancement through the Smart City paradigm. Now with this document the project intends to include the ability of innovative solutions to empower cities and municipalities to be able to adapt to new situations, such as lockdown and social distance limitations, due to COVID-19 pandemic.

1.2   Structure of the deliverable

This deliverable is structured in 4 chapters:

Chapter 1, "Introduction" provides the generalities of the deliverable identity.

Chapter 2, " Online available tools " presents the contributions and investigation of project partners on online meeting available tools to cope with COVID19 situation in the framework of the urgency to take action to finish the project.

Chapter 3, "Main principles for the organization of online events" presents main organizational details to be taken into account for the organization of online events.

Chapter 4, "Guideline on implementation of online events" presents the recommendations on the specific guidelines for the ONLINE capacity building interventions, as to design main characteristics of the event to be organized and enable project partners to choose the best tolls available to deploy the activities.

2   Online available tools

Main analysis has been made through the Interreg Europe webinar of 25ᵗʰ March 2020 on COVID-19 situation and analysis of online meeting tools. As it was recorded, this webinar can be consulted at the page in the following link: https://www.interregeurope.eu/news-and-events/news/8147/tips-for-hosting-online-events/?no_cache=1&cHash=ff8e174adc3f6292a74adc44d28d2e7f.

It is really recommended to all partners to see the recording of this webinar, at least for high capacity events, as it focuses on all kind of organizational details how to conduct such online events.

The Interreg Europe program already has made a non-official analysis of different possible tools that can be consulted in the following link:

https://docs.google.com/spreadsheets/d/12v88UF5fO4eRmhRJIwaW8xtkV2q_tAAcNljO6GOhtpo/edit#gid=0

Of all the tools proposed, those of greatest interest to the Project are those included in the "Tools for online events" section.

As well, thanks to the analysis made by technology partners of the Project ESMARTCITY during COVID-19 working group event on April 2020, the following aspects are considered:

Software name	Link	N° of simultaneous video feeds	N° of simultaneous audio feeds	features	Mobile support	Screen sharing	Keyboard and mouse sharing	Detailed Features	Security	Meeting capacity	Pricing (net of VAT)	Subscription
Adobe Connect	https://www.adobe.com/products/adobeconnect.html			All	Yes	Yes (Desktop/Application)		Personal room, screen sharing, Q&A, polling, raise hand, whiteboard, file sharing	All data is encrypted using AES-256	25 100 200 500 1000	Free 90 days 46 €/m 120 €/m 340 €/m 432 €/m 534 €/m	Montly
BigMaker	https://www.bigmarker.com/			No download, link to access	Yes	Yes (Desktop/Application)		Screen sharing, Q&A, polling, raise hand, whiteboard, file sharing		100 500 1000	7 day full trial 79 €/m 159 €/m 299 €/m	Montly
Bluejeans	https://www.bluejeans.com/	100 video presenters for bluejeans event			Yes	Yes (Desktop/Application)				50 75 1000 (one time event)	12.49$/host/m 17.49$/host/m 499$/event	
Cisco webex	https://www.webex.com/				Yes	Yes (Desktop/Application)	No	Personal room, screen sharing, Q&A, polling, raise hand, whiteboard, file sharing	TLS 1.2 and AES 256-bit encryption	100 (40 minute limit) 150 250 450	Free 14.25 €/m/host 19.25 €/m/host 28.50 €/m/host (minimum 5 licenses)	Montly
Clickmeeting	https://clickmeeting.com/	4	25	Live, automated and on-demand webinars	Yes	Yes (Desktop/Application)	Yes	Whiteboard, Q&A, Polls and surveys, personal chat		**25 50 100** 200 500 >500	**39 €/m 49 €/m 85 €/m** 135 €/m 159 €/m 275 €/m	Montly

Name	Link			Type		Platform		Features	Security	Participants	Price	Billing
Cyberlink Umeeting	https://u.cyberlink.com/products/umeeting	all participants		Meeting	Yes	Yes (Desktop/Application)	Yes	Live chatroom, laser pointers, annotation tools, virtual whiteboard, recording	Password protection	25 (Basic) 30' limit 50 100 (	Free (Basic) 29.99$/m (Pro 50) 49.99$/m (Pro 100)	Montly
Cyberlink Uwebinar	https://u.cyberlink.com/products/uwebinar			Webinar				Up to 100/500 participants per live event Max. 8 hrs per live event 2GB cloud storage Organization admin tools			$49.99/mo./host (Pro 100) $149.99/mo./host (Pro 500)	Montly
Freeconferencecall	https://www.freeconferencecall.com/global/gr	all participants			Yes	Yes (Desktop/Application)	Yes	Switch presenter, whiteboard, breakout rooms, Q&A, chat, file sharing, recording with 1GB free storage		1000	Free with optional contribution scheme (4$, 6$, 15$ per m)	Montly
Google hangouts meet	https://zapier.com/blog/google-hangouts-meet-guide/				Yes	Yes (Desktop/Application)				10-15 100 150 250	Free basic 6$/user/m Business 12$/user/m Enterprise 19$/user/m	
Gotomeeting / gotoconnect	https://www.gotomeeting.com/en-ie	up to 25		Meeting, webinar optional	Yes	Yes (Desktop/Application)	Yes	Drawing tools, virtual whiteboard, cloud recording (only on Business edition)	SSL, AES 256, SOC2	150 250 (Bus)	13,50€/org/meet 17,00€/€/org/meet Add 25,00€ webinar	Montly
Lifesize	https://www.lifesize.com/			No download, link to access						25	Free	

Name	URL	On screen	Features notes	Tool notes	Browser	App	Mobile	Features	Security	Participants	Price	Billing
Livestorm	https://livestorm.co/	6		webinars, moderators, on-demand webinars, 4h limit per webinar session, All features included (https://livestorm.co/pricing/#features-list)	Yes	Yes (Desktop/Application)		Q&A, Polls and surveys, chat, recording		**100** 250	**99€/host/m** 218€/host/m	Montly
Jitsi	https://jitsi.org/			No download, link to access	Yes	Yes (Desktop/Application)	Yes	Chat, screen sharing for all participants, Raise hand, attendee talk	Encrypted		Free	N/A
Zoho	https://www.zoho.com/meeting/				Yes	Yes (Desktop/Application)	Yes for zoho meeting	Zoho meeting offers chat, screen sharing for all participants and 10 session recordings. Zoho webinar offers co-organizing, Q&A, Polls, Raise hand, attendee talk and 25 webinar recordings	TLS 1.2 transport security with AES-256-bit encryption	100 (meet) 25 (webinar) 50 (Zoho webinar) 100 (Zoho webinar) 250 (Zoho webinar)	10 €/host/m 19 €/host/m 29 €/host/m 39 €/host/m 79 €/host/m	Montly
Zoom	https://zoom.us/	up to 100 (25 on screen)		meeting (adds on webinar)	Yes	Yes (Desktop/Application)	Yes	Private and group chat, Q&A board, Virtual hand raising, Recording (1GB/m free), Personal rooms, Chat	SSL, AES 256	100 (Basic) with 40 minute limit 200 (Pro) 500 (Business)	Free (Basic) 13.99$/m/host (Pro) 49.99$/m/host (Business) minimum 10 hosts €37.00$/ m/host (Add.Video Webinars - Up to 100 interactive video participants and up to 10,000 view-only attendees).	Montly

Whova	https://whova.com/virtual-conference-platform/	It´s not a tool for virtual events, but a platform to manage and organize events (attendee engagement, networking and participation). Now they also offer the management of virtual events/conferences. ENA started working with them for the organization of an International Conference related to another Interreg MED project and the experience is very good. Whova was also the platform for MEDforYOU event in Greece.	Depending on the features choosen	

As can be seen in the table before, some platforms offer free of charge options with limited timing duration and number of attendees, the above options aren't in line with the purposes of the project.

3 Main principles for the organization of online event

(Based on tips from Interreg Europe Programme)

Due to COVID-19 pandemic, more and more projects are turning to online events that are simply presentations to delivery information on specific topics, with interaction, polls and questions among speakers and audience, more or less as in a physical event.

First of all, we find it interesting to define the difference between a webinar and an online meeting: in the first case one speaks and the others listen while in the second there is a connection between all the participants.
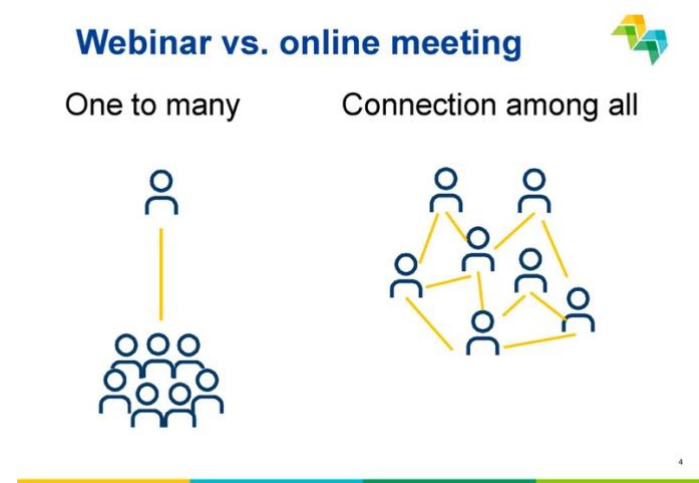
The following considerations resume up the organizational main aspects to be taken into account to organize and carry out an on line event.

3.1 Online Meeting:

Suitable for small groups (5-15 attendees)

Characterized by the interaction among all attendees with the same rights in Speaking, Sharing Screens, Webcam, Document.

It is recommended that it be
1. Short ~ 1 hour
2. Creative by the use of:
   - Recordings
   - Online activities
3. Organised and efficient by defining
   - Agenda
   - Timescale
   - Responsibilities
4. Agree on a set of rules
   - Talk freely vs selected

- Webcams on or off
- Mute microphones if not speaking

3.2 Webinar

Suitable for large groups

Characterized by a

- dedicated small team with the different roles and responsibilities: (i) Organiser that centrally controls the event; (ii) Presenter that shows presentations and videos;
- agreed on roles and responsibilities, as Changing slides, Turning webcam on or off, Sharing computer screen, Taking questions

The audience is enabled to actively listen, ask questions directly or in writing, be engaged in polls and quizzes.

3.3 Large online events:

Suitable for unlimited participation and complex events

Unlimited participation is heavy demanding on the internet.
Its organization and management requires a dedicated team (Organiser, Presenter, Panellist(s), Chat Moderator(s)), supported by external experts for quality of sound and visuals and quality of event moderation.
The audience is enabled to ask questions in writing and be engaged in polls and quizzes.

4   Online events guidelines.

4.1   Plan your content in advance

Just like physical events, it is important to establish an agenda in advance agreeing on key talking points and setting times when (i) speakers do the presentations, (ii) have Q&As, (iii) launch polls. It helps to keep the online meeting together. Everyone knows their role and when they should speak. Finally, inform internal team about the agenda, their roles and times to help them prepare.

4.1.1   Agenda Template

	Time	Activity	People	Content
1	09:55	Virtual waiting room		Welcome message
2	10:00	Welcome from xx. My name is xx and I will be you host today. I am happy you joined our online meeting to discuss xx. You'll learn xx. I am not alone here … We have xx people registered from xx countries/ projects. You are most welcome! Housekeeping (agenda, polls, Q&A, chat in writing, presentations available, recording)	Moderator	Poll 1
3	10:05	Before we start, tell us [Poll1].	Moderator	Poll 1 launch (Organiser)
4	10:06	Poll 1 results Now, let's get to our agenda. Xx will start with a few words about:	Moderator	POLL 1 results (Organiser)
5	10:07	Topic A	Presenter	
6	10:10	Topic B	Presenter	
7	10:15	Q&A Now, let's move on and ask xx to tell us about:	Moderator	
8	10:20	Topic C	Presenter	
9	10:29	Do we have any questions? If not, let's move to [Topic D].	Moderator	
10	10:30	Topic D	Presenter	
11	10:40	Q&A Now, let's go back to xx and talk about [Topic E]	Moderator	
12	10:45	Topic E	Presenter	
13	10:50	Q&A Thanks xx. Let's have a look at the remaining questions.	Moderator	
14	10:55	To close our webinar, tell us xx..	Moderator	Poll 2
15	10:56	Poll 2 launch	Organiser	
16	10:57	Comments on the results of Poll 2	Moderator	POLL 2: closed
17	10:58	Closes show (thanks for all questions and participation in polls). Evaluation survey to come at the end. Recording available later – check YouTube	Moderator	

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18	11:00	Till 11:30		Still answering remaining questions in writing

4.2 Create a small team

You will need help with your online meeting. You need people who take on different roles:
- The organizer: set key messages, draw up the agenda and select the speakers.
- Live moderator: opens the meeting, asks questions to the public and launches surveys.
- The presenter (s): speaks energetically and concise.
- The panellist (s): focuses on specific topics and answers questions.
- The chat moderator: makes the audience feel welcome and keeps track of questions.

The number of needed people will depend on the size and complexity of the online meeting:
Usually for an online event of 30 people, an organizer, a live moderator, a presenter and a chat moderator are requested.

4.3 Prepare for the unexpected

What to do in case of technical error?

First check if more than one participant is experiencing the technical problem, in case the problem may have originated from your side.
- Check the cause and try to solve testing the Internet connection and in the extreme case, leaving the meeting and restarting the online meeting tool
- Always keep messages ready to be sent to your participants in case of technical problems.

If the problem comes from the attendees, ask them to:
- test their audio and sound
- test their Internet connection (suggest to disconnect and reconnect to on line meeting tool)
- reboot their computer

4.4 Use the online meeting tool that's right for you

Generally speaking, use those tools you already use/have in your institution, if it is suitable for the event you plan (local or final/international), as you already know what to do with these tools and how to work with them.

In case you don't have a specific tool for it, it's better to first think what kind of event you want to prepare with following main variables:
- How much people do you want/expect to attend
- How much time is the duration of the event
- Do you want one or some of the following characteristics? Polls/Quizzes, Video Recording
- How much budget you have in your "WP4 / External expertise and Services" to cover its costs.

Depending on the answers to these questions you will search for a tool that complies your needs.
There are many tools available on the market to carry out your meeting online.
They vary in terms of costs and number of participants and offer various interactive elements.
In chapter 2 the project has put together a list of common tools which can help your events.
Feel free to add your tools too!
So go ahead. Compare. And choose the one that suits you best.

4.5   Before the event

Keep in mind that:
- Main issues should be always audio and sound
- Preparatory events to define connexions, internal team (responsibilities, roles), agenda, technical details, cameras, micros, sound, etc.
- Security issues might be needed
- Number of attendees expected
- Video recording or not
- Polls and Quizzes / Interaction possibility
- Promotion of the event: Send 2-3 reminders before of the event, focus 24 h before the event, use # and social media

4.6   Good speakers

- Focus on KEY MESSAGES to be sent
- Strict with timing, keep it concise
- Keep track of questions
- Don't look to bad or too "shiny", check your appearance, regular outfit for all seasons and neutral appearance.
- Maximum: 2 minutes per slide, 7 points per slide, 7 words per point

4.7   Post-event communication:

To publish

- Article with the main points/ Q&A material
- Webinar recording
- The poll results
- Speakers' quotes
- Pictures on social media
- Create a tip sheet

To promote the reference materials