WDHB

Going Virtual with Learning & Transformation

Design Input

WDHB

Going Virtual

Typology of Virtual Formats

WEBCAST

One-way distribution of live & recorded contents, interaction via polls / Q&A

WEB MEETING

Multi-directional online conversations with optional chat & breakouts

VIRTUAL EVENT

Event environment hosting multiple (parallel) content sessions & contextual info

VIRTUAL SUMMIT

Diversified platform offering media-rich features for branding and networking

LIMITED IN TIME

TEMPORARY HOME

LEARNING FEEDS

Providing participants with a continuous stream of relevant snackable contents in the form of PowerReads, Podcasts, Livestreams, etc.

Going Virtual

Virtual Activities for Change & Growth

OBSERVING & LEARNING

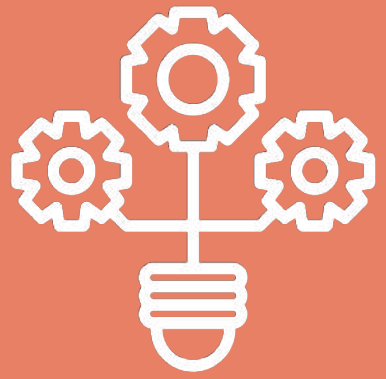
Discovering and internalizing new and relevant perspectives from outside of normal context

- KEYNOTES, INTERVIEWS & PANELS
- GUIDED TOURS & EXPLORATIONS
- ON-DEMAND MEDIA & GAMES

REFLECTING & SHARING

Leveraging introspection and facilitated exchanges as means to solidify learning

- FACILITATED BREAKOUT GROUPS
- REFLECTION IN FORMS / CHATS
- VIRTUAL WHITEBOARDS



APPLYING & PRODUCING

Building outcomes and commitments in order to drive action and further dissemination

- ONLINE SIMULATIONS
- PARTICIPANT TESTIMONIALS
- GROUP VIDEOS/PRESENTATIONS

Going Virtual

Ensuring Engagement & Providing Support

GUARANTEEING ATTENTION

Golden rules to make sure not to lose any of the attendees during sessions and events

- REGULAR BREAKS (EVERY 50')
- MAXIMUM DURATION (3-4H)
- SPEAKER / FORMAT VARIETY

FOSTERING ENGAGEMENT

Additional ideas how to ensure buy-in and enhance the participant experience

- FACILITATED INTERACTION
- GAMIFICATION / SHARED GOAL
- PURPOSEFUL DISTRACTION

PROVIDING SUPPORT

Further means to avoid technical difficulties and provide assistance where needed

- DEDICATED TECH SUPPORT
- LIVEBLOG / GRAPHIC RECORDING
- PHYSICAL EVENT KIT