Navigating Coordination and Content

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December 3, 2020
Event Coordinators Network Workshop
Let me introduce myself
Alumni Career Engagement

Revamped website

Job Search and Network

Alumni Programs

Career Podcast

Up-to-date Career resources

Launching Your Career in Uncertain Times

A Quick Guide for Navigating Unemployment

Up-to-date Career resources

TOTAL USERS

47,199

TOTAL PLAYS

3,738

NEW EPISODES*

11
Events We Knew
Events Coordinator Roles

• Create and run the event schedule
• Manage vendors and partners
• Prepare registration and check-in processes
• Set up and break down the event
• Troubleshoot problems to ensure success
Content Expert Role

• Traditional speaker or talent in a program
• Heavy content preparation before the event
• Manage the audience energy and engagement
• Manage the anxiety that comes with public speaking
Running an online event during a pandemic
Running Engaging Online Events

Your ebook to success!
Events We Know Now

J.P. Santos
President,
Graduate Student Association
Event roles have blurred

• Coordinators become speakers and active facilitators
• Speakers need to be proficient at technology and troubleshoot their own issues
• Both coordinators and content experts have to think about managing the flow and energy of an online audience.
• Content is consumed all the time, not just on event days
Lessons Learned

Don’t limit yourself to your comfort zone
Lessons Learned

Don’t stop attending events
Lessons Learned

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• Scope out the competition
Lessons Learned

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• Scope out the competition
• Be an audience member
Lessons Learned

Don’t stop attending events

• Scope out the competition
• Be an audience member
• Demo other channels or tools
Lessons Learned

Partner and collaborate across your campus and institutions
Lessons Learned

Find ways to create new and ongoing content
Lessons Learned

Bring care and growth into your daily work routine
The Future of Events & Content
The Future of Events & Content

• During the pandemic:
  • The level of engagement will need to be clear to attendees
  • High value will be put into content that is curated and exclusive
The Future of Events & Content

• During the pandemic:
  • The level of engagement will need to be clear to attendees
  • High value will be put into content that is curated and exclusive

• When we resume events:
  • Travelling to events will not be a given
  • The ROI for the audience will need to be clear
  • Day-of access and video recordings will be expected
The pandemic can’t stop us
The pandemic can’t stop us

• What skills can I develop while in-person events are on hold?
  • Public Speaking
  • Mastering new technology
  • Social Media
  • Managing remote teams
  • Content creation and delivery
The pandemic can’t stop us

• What skills can I develop while in-person events are on hold?
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• How can I add value to my department?
  • Expertise in a certain technology and channel
  • Train other team members on how to run a program from their homes
  • Serve as faculty resource
  • Liaise with student constituents to understand their needs
Thank you for all you do!

- You keep our university communities engaged
- You provide opportunities for learning and growth
- You connect people who need connection
Thank you!

Let’s connect!
https://www.linkedin.com/in/gloria-ko/