

# Navigating Coordination and Content

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Event Coordinators Network Workshop

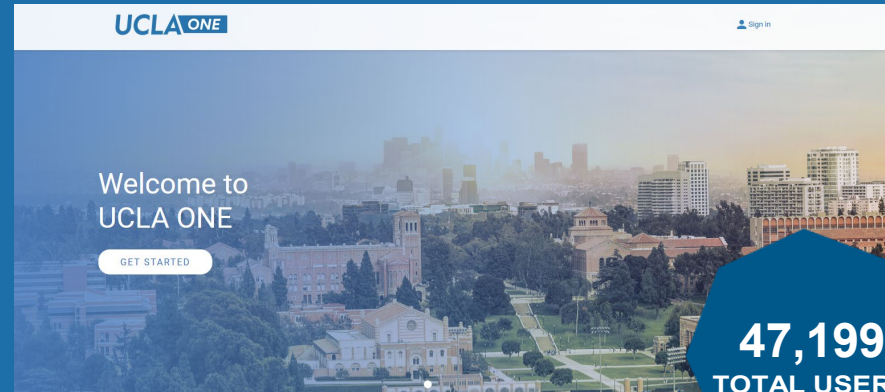
# Let me introduce myself





# Alumni Career Engagement

Revamped  
website



47,199  
TOTAL USERS

Career Podcast

11  
NEW  
EPISODES\*

BRUIN  
SUCCESS

UCLA Alumni

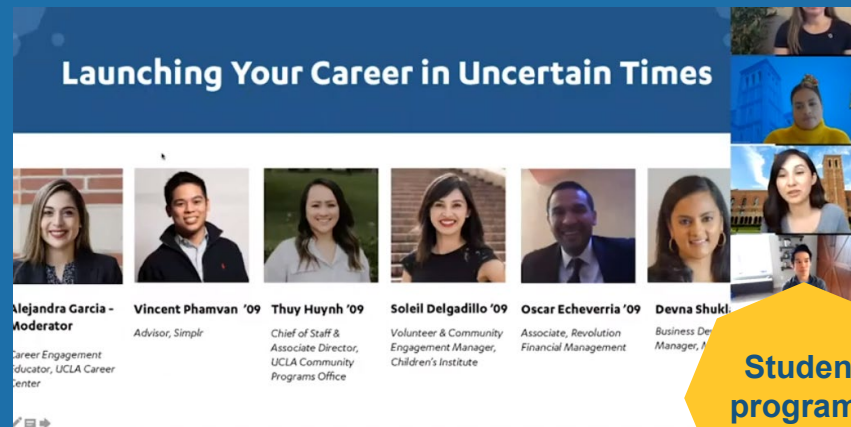
3,738  
TOTAL  
PLAYS

## Job Search and Network

Alumni  
Programs



Career Conversations: Effective Job Search Strategies during a Pandemic  
Presented by Katie Russo, M.A. and Emily T. Baxt '92, M.A., L.P.C.C.  
Webinar Follow-up Resource List (April 14, 2020)



Student  
programs

## A Quick Guide for Navigating Unemployment

### HOW TO APPLY FOR UNEMPLOYMENT

1. File a claim with the unemployment insurance program in the state in which you worked. You can do this online or by phone.

Up-to-date  
Career  
resources

# 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!





PRICE \$8.99

DEC. 7, 2020

# THE NEW YORKER



# Events We Know Now



# 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

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- Scope out the competition

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- Be an audience member

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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



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- 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

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- 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?
  - Public Speaking
  - Master new technology
  - Social Media
  - Managing remote teams
  - Content creation and delivery
- 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!**

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