

Suggestions for what kind of event to organize

Giovanna Roz Gastaldi - 2021-11-19 - Comments (0) - Media Services

In Fall 2021 we returned to campus for teaching and learning and for some events. Frequently events and meetings are conducted in a variety of modalities. Here some suggestions from Media Services

When to keep it virtual:

- If majority of the audience will be remote (eg. less than 10 people in person with 50+ online)
- If all presenters or all but 1 presenters are remote (with some exceptions)
- More audience anticipates being remote than in person
- There is collaboration with multiple individuals all residing in different locations that require real-time communication.

When to make it hybrid:

- There are several presenters on site and one or two that can not be in person for a particular reason (no need / desire to travel, health reasons, scheduling conflicts, etc..)
- Someone on site at Brown is interviewing or speaking to a remote presenter with the majority of the audience on site at a Brown venue.
- There is collaboration with distant group(s) of people in a location(s) that requires real-time interaction with a group of people on-site at Brown.

When to use simulcast:

- Anticipated registration exceeds the capacity of the Brown venue and no larger space is available and multiple locations on the Brown campus can be utilized.

When to use livestream:

- There is a need to provide viewing access to the event to a wider, public audience
- There is desire to deliver viewing to multiple platform (ie. Youtube, Facebook, Twitter) simultaneously.
- Anticipated registration far exceeds the capacity of the Brown venue and no other spaces for simulcasting are viable.
- There is a need to provide a high quality live video broadcast restricted to the

Brown community and accessible to community members who need to be remote.

Read about: [Organizing a hybrid event with Media Services](#)