

**UALE Digital Conference Proposal**  
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Conference presentation types and equivalency:

	Traditional	Virtual
Lecture	A speaker stands before a group of attendees and speaks for a designated period of time, setting aside time at the end of the scheduled period to take questions.	A speaker is made Host of a Zoom meeting room, where they speak to the attendees for a designated period of time, setting aside time at the end to answer questions. Attendees can raise their hands, enter their questions in the chat, or submit their questions into a dedicated Zoom Q&A feature. The Host has the power to keep all participants muted and selectively unmute.
Panel	A group of speakers, typically with a moderator, have a discussion in front of attendees, setting aside time at the end of the scheduled period to take questions.	A group of speakers and their moderator are made Panelists in a Zoom webinar where only their video and audio is shown to a group of attendees. A tech person behind the scenes can manually alternate between displaying all the panelists or spotlighting video on the speaker. Attendees can ask questions through a dedicated Q&A feature or can be “brought onstage” by being given temporary panelist privileges.
Workshop	A workshop leader creates a collaborative project to discuss a topic or demonstrate an activity in a collaborative setting. Handouts are typically distributed, completed, and then discussed with the group.	A workshop leader is made Host of a Zoom meeting room. Zoom’s File Share function allows the Host to share documents/handouts with all the participants in real time. The Host can then Share Screen with their document/handout to demonstrate how to do it. Share Screen function can then be shared with all meeting attendees if they would like to share back with the larger group. If the workshop requires partner sharing, Breakout Rooms can also be enabled to divide attendees into smaller groups.

Additional types of presentations should be discussed with the committee.

Choice of Platform:

While there are larger and [more comprehensive](#) platforms that are built explicitly for digital conferencing, Zoom is preferred. The WFH population is most familiar with Zoom, and studies

have shown that familiarity with a software is a key factor to engagement. Odds are good that some percentage of attendees are familiar with the basic functions of Zoom as opposed to a more niche conference software. Additionally, the Zoom Webinar license that CUNY SLU currently has allows up to 3,000 participants, but a Zoom Webinar license can have up to 10,000 participants.

#### Multiple Panels:

Zoom Webinar features do not allow for breakout rooms. If the conference wanted to have multiple sessions at a time, it would need to set up a Zoom meeting room for each individual panel/presentation. Suggestion: Shorter panels run in sequence. Instead of 45 minute panels with a 15 minute break, consider 20-30 minute panels with a 0-5 minute break. I've attached the schedule of a financial conference that was held recently as an example. They incorporated meals and movement into their schedule with optional panels you could watch during your lunch/dinner break and yoga and dance sessions to get participants on their feet after staring at a screen for the majority of the conference. They even had a BYOB happy hour included at the appropriate time in their schedule.

#### Interpreters/Closed Captioning:

Zoom has a [section of their help website](#) dedicated to translation and language services. The setting is included in the Webinar license, but you will have to employ a dedicated individual to live translate. Similarly, for closed captioning, a third-party CC service must be employed, or a designated participant can be tasked with creating live captioning to the meeting. More information on that [here](#). Regardless of the live captioning options, if the meeting is recorded, Zoom's own CC program can convert (to the best of its AI ability) all the audio channels into CC, but only after the meeting is recorded. Speaking of which...

#### Recording:

Zoom is known for being fast and easy to record sessions in high quality that can then be hosted in a variety of places for attendees to view at a later date. Some agencies have uploaded the videos to Dropbox with an attendee code needed to download them; others have sent all attendees a WeTransfer link with the video available to download for a limited number of days.

#### Digital Swag Bags:

These replace the pens, notebooks, tote bags, etc. that are typically given out at in-person conferences. They typically include digital items that users do not have to be mailed. Some typical digital swag bag items that have been used include:

- Virtual Zoom backgrounds exclusive for attendees
- Digital badges for social media (such as those made by [Credly](#))
- Digital gift cards to a sponsor's product
- Discount codes for first time customers of a product or service
- Discount codes for subscriptions
- Priority access to tickets or sales offered by sponsor
- Exclusive follow-up sessions/one-on-one discussions with panelists or presenters