

ONLINE EVENT

Organizing an apprenticeship day online involves careful planning and execution. Here are some examples of how to organize such an event, including what to consider before, during, and after the event

BEFORE

Start by choosing what type of event you want

DIGITAL SEMINAR (maximum 2 hours including a break)

- + Interactivity with discussions and connections. Those attending are often engaged and open to network.
- Lower threshold to attend. High threshold to participate actively. Difficult to network and connect

WORKSHOP (Maximum 2 hours)

- + More active, with more interactivity. Should use smaller breakout groups, easier to control.
- More demanding in regards to preparations, and from attendees to engage actively.

SHOWCASES

- + Easy content making. Peaks interest with success stories.
 - Should be done in combination with one of the alternatives above (a-b)
- **Date, time and place:** Where will the event be organized? What time and how long.
 - **Practical matters:** bookings, licenses
 - **Venue:** IT equipment, good and stable internet connection
 - **Goal and objectives of the Apprenticeship day:** Why are we organizing the Apprenticeship day, what is the reason? How can we measure the goals for our event?
 - **Target groups:** You need to consider the target group when planning the Apprenticeship day (where to market your event, what kind of event etc). How many participants do you expect?
 - **Budget:** Take into consideration for example, costs for speakers, materials, copyrights, marketing etc.
 - **Invitation and marketing:** Make a small marketing plan for the Apprenticeship Day depending on the target group, do you need the participants to register before? Make a "Save the date" to send out ahead of time.
 - **Program:** Make a detailed program of your day, with timings. How much time should you plan to show the RoadMap materials (the Guide, templates, Canvas...). Make sure the program is available online, to ensure that your attendees are informed and can follow throughout the day.

DURING

Technical support: check who is reachable regarding technical issues

Documentation: Take photos; write texts and articles to use in marketing and social media

Take attendance

AFTER

Follow up: Send out feedback/evaluation forms to the participants (online)

Debriefing: Take a moment to sit down and discuss the event, what was good and what can we change? Did we meet the objectives?