



## European Public Health Week (EUPHW) 2022

### Guide to host online events *including tips to disseminate your event*

1. **Use a good name and description:** Choose an interesting name and description for your online event
2. **Select the right date and time:** Select the right date and time for your event and make sure it's the same time and time zone you used submitting your event
3. **Registration:** Make sure you select the right option for registration. You can require registration or keep it public. We recommend requiring registration.
4. **Webinar Passcode:** Check this if you require participants to enter a passcode to join your webinar and edit the required passcode here. If joining manually, participants will be required to input this passcode before joining your webinar. It will be included in the registration confirmation email and if they join by clicking the link in this email, they will not need to enter the passcode.

**Note:** never share the password of your webinar, especially not on social media. This can be picked up by unwanted hackers. If you simply focus on sharing the registration link, those who register will receive a confirmation email with the passcode (if applicable).

5. **Video:** Select whether video can be enabled or not during the webinar.

- **Host:** Choose if you would like the host's video on or off when joining the webinar. Even if you choose off, the host will have the option to start their video.
- **Panelist:** Choose if you would like the participants' videos on or off when joining the webinar. If you choose off, panelists will not be able to turn their video on, unless you allow this during the webinar. Please provide names and email addresses of speakers/panelists so they can be invited as such.

6. **Make your event interactive & engaging**

- Invite panelists
- Include a Q&A or a moment for discussion
- Show a slide when you're taking questions
- Use visuals
- Highlight what you want people to look at

7. **General tips for organizing an online event**

- Turn off your phone and other things that can make noise
- Headphones might work best for the sound
- Have a clock
- Rehearse, especially when there are more presenters involve
- Let someone else moderate / take questions

8. **Tell about your event!**

- Announce your webinar / presentation on your channels, like your website or social media
- Involve other parties that can help disseminating your event
- Use the EUPHW templates / images (find them in [the media toolkit](#))
- Share your program upfront, so people know what they can be expecting. You could use the editable program for this (find this in [the media toolkit](#))
- Share (some) project findings upfront to make (potential) participants curious
- Reach out to (local or national) media to share your event