

*National*

**APPRENTICESHIP WEEK**

**NOVEMBER 14-20, 2022**

**GUIDE TO HOSTING  
A VIRTUAL EVENT**



## Guide to Hosting a Virtual National Apprenticeship Week 2022 Event

[National Apprenticeship Week \(NAW\)](#) is a nationwide celebration established by the U.S. Department of Labor to bring together leading industry, labor, workforce, education, government and other institutions to celebrate Registered Apprenticeship. NAW is an opportunity to highlight how Registered Apprenticeship, a proven and industry-driven training model, provides a critical talent pipeline that can help address some of our nation's pressing workforce challenges such as rebuilding our country's infrastructure, addressing critical supply chain demands, supporting a clean energy workforce, modernizing our cybersecurity response, and responding to care economy issues.

Registered Apprenticeship champions host events throughout the week to showcase the successes and value of Registered Apprenticeship for re-building our economy, advancing racial and gender equity, and supporting underserved communities by building a pipeline into good, quality jobs. Additionally, NAW provides apprentices a platform to share their apprenticeship experience and how it has transformed their lives.

Typically, the NAW events include signing ceremonies to launch new programs, panel discussions, roundtables, graduations, employer forums, career fairs, hands-on trainings, and open houses. While these events have traditionally been in-person, some may choose to host their NAW 2022 events virtually to increase accessibility despite geographic limitations as well as to limit exposure and transmission of the coronavirus. Most events can be hosted on virtual platforms with minimal or no cost. This tip sheet is designed to help NAW event hosts consider tips and tricks to hosting a successful online event.

### *Types of Virtual Events and their Corresponding Platforms*

There are many types of virtual events to choose from, depending on your needs. To select which type to use, first identify your desired outcome. For example, is it to share information, broadcast an activity, facilitate dialogue, or provide a visual tour? The following are descriptions of several types of virtual events and their recommended uses:

- **Webinar** – This is an optimal type of virtual event when sharing information with a large group. During a webinar, the presenter can provide a live walk-through of a slide deck and include multimedia videos, including a virtual tour, if they choose. You can encourage interaction through a webinar using a live chat or Q&A session and it often has recording capabilities. Webinar platforms include [Skype](#), [Zoom](#), [Facebook Live](#), [Microsoft Teams](#), [YouTube Live](#) and [GoToWebinar](#).
- **Video Call** – If you want your event to facilitate interactive dialogue more than putting forth information, you may choose to host a video call. During this type of event, the visual tends to be the individual participants' faces rather than a presentation. However, many video call platforms also include an option for presenters to share their screen and present a slide deck. Video call platforms include [Skype](#), [Zoom](#), [GoToMeeting](#), [Microsoft Teams](#) and [Google Hangouts](#).



- **Phone Conference Call** – This is a simple way to host a virtual event with only audio. Once a conference line is set up and shared, participants can dial in and listen to a presentation or join in a conversation. A conference call platform provides a [Free Conference Call](#) for users across the Country, or you can use the dial-in phone numbers provided through any of the video call platform options above.
- **Online Chat** – Start an online discussion by asking a question or hosting an “Ask Me Anything” session. Use a hashtag to help people find and follow the conversation. This can be done on its own or in tandem with one of the above types of virtual events. Online discussion and livestream platforms include [Twitter](#), [Slack](#) and [Facebook](#).

### *Virtual Meeting Tips to Keep in Mind*

- *Create a user-designed experience – Plan the event through the lens of your users and try to make it as user-friendly as possible. Consider the attendee with the greatest barriers to participation.*
- *Maximize visibility – Conduct research on your target audience to determine what timing works best, keeping in mind work and school schedules. Promote the event using social media and email.*
- *Understand the privacy options of your selected platform – There are ways to make your event more secure against malicious attacks or even just user error. For example, some platforms allow automatic muting, required entry passwords or virtual waiting rooms for guests.*
- *Anticipate challenges with technology – Rehearse all aspects of the event, if possible, with colleagues and create a back-up plan in case you run into technical issues.*

### *Increasing Diversity, Equity, Inclusion and Accessibility*

When holding your event, consider extending your outreach to underserved communities including women, people of color, veterans, military spouses, persons with disabilities, and justice-involved individuals. For additional information on how to access underserved communities, check out our diversity, equity and inclusion website on [Apprenticeship.gov](#), which includes resources, guides, factsheets, and case studies to help you diversify your workforce.

