National

APPRENTICESHIP WEEK

NOVEMBER 13-19, 2023

GUIDE TO HOSTING A VIRTUAL EVENT 2023

APPRENTICESHIPUSA

Department of Labor · United States of America

National Apprenticeship Week (NAW) is a nationwide celebration established by the U.S. Department of Labor where employers, industry associations, labor organizations, community based organizations, workforce partners, education providers, and government leaders host events to showcase and promote high-quality, inclusive, in-demand career pathway opportunities through Registered Apprenticeship. Additionally, NAW provides apprentices a platform to share their apprenticeship experience and how it has transformed their lives.

This year NAW's theme is *"Registered Apprenticeship: Superhighway to Good Jobs,"* to reflect the prominence that Registered Apprenticeship has received as a proven and industry-driven training model that expedites the pathway into good jobs and improves diversity, equity, inclusion, and accessibility (DEIA) in the workplace. Registered Apprenticeship is recognized as a key strategy to improving job quality and creating access to good-paying jobs for all, including populations historically underrepresented – women, people of color, and individuals with a disability – and underserved populations, such as youth and young adults. It addresses some of our nation's pressing workforce shortages in teaching, advanced manufacturing, clean energy, cybersecurity, and other high-priority sectors.

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 2023 events virtually to increase accessibility across geographical areas. 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
What kind of event is best for you?

- **Webinar** – Best for large groups. Share slides, videos, virtual site tours and more. Encourage interaction via live chats or Q&A sessions. Webinar platforms include Zoom, Facebook Live, Microsoft Teams, YouTube Live and GoToWebinar.
- **Podcast** – Interview an apprentice or an employer about their experience. Discuss the benefits of Registered Apprenticeship or best practices for success. If you don't have an established podcast, consider reaching out to established podcasts in your field and pitching one of your organization's experts as a guest.
- **Video Call** – Best for interactive conversations. Video call platforms like Zoom, GoToMeeting, Microsoft Teams and Google Meet include the option for presenters to share screens and present slides.
- **Phone Conference Call** – Audio only. 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, such as Free Conference Call, can connect 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** – Ask your followers questions, or present experts to answer theirs. Advertise the event at least two weeks in advance. Use a hashtag on Twitter to help people find and follow the conversation. Online discussion and livestream platforms include Twitter and Facebook.

Virtual Meeting Tips to Keep in Mind

- *Create a user-designed experience – Consider what your audience knows (and needs to know) and make it as user-friendly and accessible as possible. Remove 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 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 (DEIA)

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

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