

Guide to Hosting a Virtual National Apprenticeship Week 2020 Event

[National Apprenticeship Week](#) (NAW) is a unique opportunity to bring together partners from business, labor, education, government and other institutions to celebrate apprenticeship and share the many benefits apprenticeship programs offer the American workforce. Apprenticeship champions host events throughout the week to showcase their successes and demonstrate how apprenticeship programs help businesses thrive and prepare American workers for a variety of careers.

Typically, the NAW events include program launches, panel discussions, roundtables, graduations, employer forums, career fairs, hands-on trainings, and open houses. While these events have traditionally been in-person, the U.S. Department of Labor recommends that you host your NAW 2020 events virtually to limit exposure and transmission of the coronavirus. Most events can be hosted on virtual platforms with minimal cost, often increasing the potential scope of outreach and improving accessibility. This tip sheet is designed to help you 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 includes [Free Conference Call](#) 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.

In-Person Meeting Guidelines

This year, the U.S. Department of Labor recommends hosting your NAW event online. If you still choose to host an in-person event, we encourage you to consult the [Centers for Disease Control and Prevention's Considerations for Events and Gatherings](#) and [Occupational Safety and Health Administration's coronavirus guidance](#) to reduce the risk of exposure and transmission of the coronavirus. In addition, as an event host, you are also ultimately responsible for complying with state and local public health directives.

