

National

APPRENTICESHIP WEEK

NOVEMBER 15-21, 2021

**GUIDE TO HOSTING
A VIRTUAL EVENT**



Guide to Hosting a Virtual National Apprenticeship Week 2021 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 provides an opportunity to share the many benefits Registered Apprenticeship programs have on building the American workforce as well as highlight the successes and value of Registered Apprenticeship for re-building our economy, advancing racial and gender equity and supporting underserved communities, including accessible opportunities for persons with disabilities.

Registered Apprenticeship champions host events throughout the week to showcase their successes and demonstrate how Registered Apprenticeship programs help build up the country's workforce to address pressing issues that include responding to climate change, modernizing the cybersecurity response, addressing public health issues, and rebuilding the country's infrastructure. Registered Apprenticeships provide a viable career path for everyone, including women, people of color, and persons with disabilities. Additionally, NAW provides apprentices a platform to share their apprenticeship experience and how it has transformed their lives.

Typically, the NAW events include program launches, panel discussions, roundtables, graduations, employer forums, career fairs, hands-on trainings, Registered Apprenticeship signing ceremonies, and open houses. While these events have traditionally been in-person, the U.S. Department of Labor recommends that event hosts consider hosting their NAW 2021 events virtually to limit exposure and transmission of the coronavirus. Most events can be hosted on virtual platforms with minimal or no cost, often increasing the potential scope of outreach and improving accessibility. 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 and Inclusion

When holding your event, consider extending your outreach to underserved communities including women, people of color, veterans, military spouses, persons with disabilities, and individuals who were formerly incarcerated. 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.

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 review the [Centers for Disease Control and Prevention’s \(CDC\) Small and Large Gatherings](#) website 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. For more information, refer to the CDC’s [COVID-19 Information for Workplaces and Businesses](#).

