



europaana

EUROPEANA GUIDE TO ORGANISING ONLINE EVENTS

Puzzling Problem
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Table of content

Background	2
Benefits of digital events	3
What decisions will you need to make?	4
Measuring success	5
Tools	6
Roles and responsibilities	7
Format options for virtual events	8
Planning Processes - templates and documents	9
• Calendar	9
• Planning template	9
• Communications plan	11
• Supporting your presenters	12
• Running order	12
• Testing: fire drills and emergency protocols	13
• Emergency protocols	13
• Failure email text	15
Further reading/other useful resources	16

Background

When large parts of Europe went into lockdown due to the COVID-19 pandemic, the Europeana events team and the Europeana Network Association's specialist communities had to start to work very differently. Big physical events went digital. Face-to-face discussions became screen-to-screen. The focus of conversations changed. The need to connect to other people was more important than ever.

The Europeana Network Association communities developed their own webinars. For example, Europeana Communicators' series of four ['Culture From Home' webinars](#) looked at how cultural institutions were turning online to connect with their audiences. Europeana Education delivered several webinars in conjunction with their partners and Europeana Copyright ran webinars on 'Copyright and OpenGLAM'. While the Europeana Aggregators' Forum - usually a two-day in-person event - went entirely virtual this year. And our 'Europe Day' webinar was attended by around 500 people.

The Europeana Community and Partner Engagement team has the responsibility of coordinating these events to make sure they benefit the communities and the sector at large, that the programme of events is consistent and coherent and that individual events are well-managed.

This document is a work-in-progress. It is being designed so that we have a set of useful and usable guidelines for digital events organised by Europeana or organised in cooperation with Europeana.

Besides webinars we are eager to start developing and offering other kinds of digital events such as online workshops and training opportunities, as well as the annual Europeana conference in November 2020.

Benefits of digital events

The mission of the Europeana Initiative is to support cultural heritage institutions in their digital transformation. Events, physical or virtual, can help to do this.

At Europeana, we want events associated with the Europeana brand to attain a high level of professionalism - to be easy to attend and participate in and to run smoothly. We decided to coordinate all events from within a central team, regardless of which body within the Europeana ecosystem is delivering the event.

A unified approach is necessary to:

- Reduce duplication of work
- Provide consistency for our audiences
- Provide ease of access for our audiences
- Contribute to/reinforce Europeana branding/reputation
- Develop trust in Europeana as a digital transformation support service

The event type we've seen most interest in is webinars. So, why run a webinar?

Webinars can:

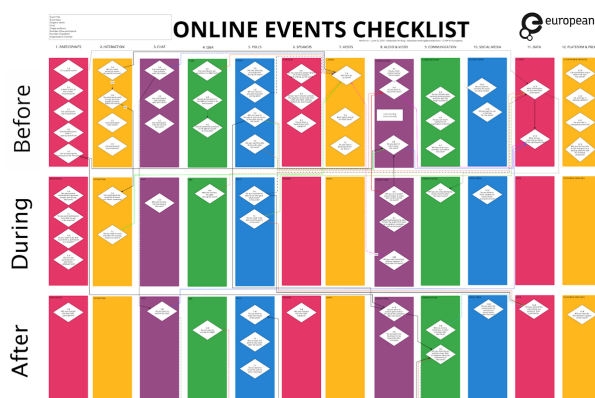
- Engage small to medium sized audiences (10-1000 people)
- Provide training
- Be interactive - allowing participants to share their own knowledge/experience/questions
- Be a lasting resource - shared afterwards as an online recording
- Be a resource with a low-carbon footprint (no travel costs)
- Encourage participation of speakers anywhere in the world
- Encourage participation of people new to Europeana and capture their details/invite them to join us
- Be a benefit of joining ENA or communities (e.g. members qualify for early bird registration)
- Capture and use the expert skill base in Europeana Network Association members to further the sector's needs.

What decisions will you need to make?

Here's an overview of a few of the decisions you will need to make:

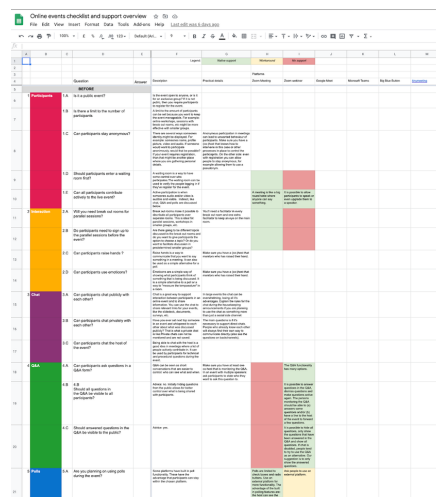
- Why are you running a webinar? What problem are you trying to solve? What do you want the outcome to be?
- What is your webinar about? Are you going to choose a broad topic or be specific?
- Who are you going to invite to speak? And how are you going to support them in their preparation?
- Do you need a moderator - who will you choose? How will you support them in their preparation?
- Do you want your audience to interact during the webinar. If so, how? And how much?
- Which platform are you going to use to run your webinar?
- Do you need to share any resources or documentation with your audience before the webinar?
- How will you promote your webinar - what channels are available to you? Don't forget to ask your presenters to share with their networks too.
- Is your webinar a public event or do you want your audience to register? If so, how will people register?
- Will you record the webinar? If so, where will it be made available and how will you tell people it's there?
- How will you assess the success of your webinar? Will you create a survey? If so, how will you share it with your audience and when?

We've gathered and structured all the decisions we've had to make so far in this poster. You can download the poster as a [PDF file](#) and as a [graphml file](#). You can edit the graphml file with [yED](#) (free software). In this poster you can also see dependencies on your choices. For example: if you want to share a recording of the event, you'll need to ask permission before the event. It's therefore a good idea to start with your expected outcomes after your event and from there go back to what you should or can do to get to those outcomes.



All the questions on the poster are explained in this [matrix](#). By answering yes and no to these questions you can select a platform - and backup solution - for your event.

The poster and matrix are under development and no means complete. We would love to hear your experiences too. Anyone with the link to the matrix can add comments to it, you can also leave suggestions for the poster in a comment. The files might be updated, but the links will stay the same.



The screenshot shows a spreadsheet titled 'Online events checklist and support overview'. The spreadsheet has columns for 'Question', 'Answer', 'Platform', 'Backup solution', 'Support', 'Moderator', 'Recording', 'Survey', and 'Feedback'. The rows correspond to the 24 questions listed in the poster. The 'Answer' column contains 'Yes' or 'No' entries. The 'Platform' and 'Backup solution' columns contain colored cells (pink, yellow, purple, green, blue, orange, red) corresponding to the poster's color scheme. The 'Support' column contains text boxes with detailed instructions for each question.

Measuring success

This section comes towards the start of this guide for an important reason - you shouldn't just think about what success looks like at the end of the events process. Your desired outcomes should drive your whole event.

What does success mean to you? What is the impact you are trying to achieve? Essentially, you must answer the question - why are you running this event?

Consider your outcomes: what does your audience get out of your event on the day, and what do they get out of it once the event has finished? Will you share any tools or resources, or give them the opportunity to get involved with an activity or project? Don't forget that if you make a recording of your event, it can be a resource for others to consult at a later date and remain online for as long as you want.

So once you know what impact you want to achieve with your event, think about how you're going to measure that. You could look at gathering some easy statistics like how many people registered/attended. Remember that you will always have much more (for us, about 50% more) registrations than attendees on the day. Some people register expecting only to use the recording and not attend live. Others may have other commitments that come up.

To dig a bit deeper, find out a bit more by asking your participants - and those who helped organise/present - for their opinions.

At Europeana, we set up a survey (the same for every event) and share it in the chat during the webinar and in the emails to registrants after the event. We also share a debrief document with event organisers and speakers. We've made changes to our processes as a result of both audience and presenter feedback. Here's an example of Europeana's [Survey Template](#).

You may also consider asking the same questions at both registration and post-event, e.g. 'How confident are you in this topic?' and then compare the responses. Did the webinar increase people's confidence?

Don't forget to check the results of your survey and take comments on board. What will you change next time for better results? Do you need to experiment with different days/times? Consider what time zones your audience spans. Does your audience want more interaction opportunities, or do they want more time to hear from the experts? Were there technical problems? Do you need to do more testing or try another platform?

Want to know more about measuring the impact of your work? Then have a look at the [Europeana Impact toolkit](#).

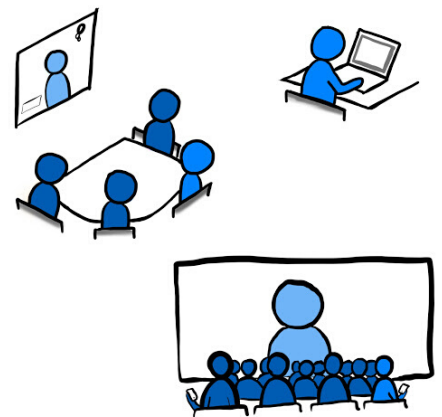
Tools

There are many webinar platforms. Your choice will depend on what you need and what your institution's policies are. You can find our choices below, but you might find a different tool a better fit for your organisation.

Note: Platforms and interactive tools develop constantly. Therefore some of the platform descriptions above might change before we have time to update this document!

Currently, Europeana is working with:

- Google Hangouts - mainly for internal meetings and small external meetings up to 60 people.
- [Zoom meeting](#) (for fewer than 100 attendees) - perfect for social and/or network events as it allows people to see and speak with each other. It is possible to interact with people and the use of smaller break-out rooms is very useful when organising a workshop.
- [Zoom webinar](#) (for over 100 attendees) - for webinars where we expect a lot of people to attend and the format is largely presentations. During a webinar it is not possible to see any of the attendees or interact with them (unless you make them a speaker) so it is less useful for social and/or network events. Webinar attendees are mostly anonymous. Q&A and chat can be used for some interaction.



For engaging with the audience, we use:

- Mentimeter - perfect when you would like to run polls during presentations.
- Kahoot - Allows you to do quizzes or Q&A in an informal way.
- Zoom has several options for direct interaction:
 - chat
 - Q&A
 - polls (limited to radio buttons and checkboxes)
- Trello and Google Jamboard for brainstorm sessions in smaller groups

For registrations, we use:

- Eventbrite

For surveys, we use:

- SurveyMonkey
- Smartsheet

Roles and responsibilities

Within the Europeana Foundation, we have many people who contribute to events. Here's a table of the types of responsibilities they have - who would perform these activities in your situation?

Name	Role
	<ul style="list-style-type: none"> • Event manager <ul style="list-style-type: none"> ◦ Takes overall responsibility for all events
	<ul style="list-style-type: none"> • Event organiser <ul style="list-style-type: none"> ◦ Takes overall responsibility for the delivery of <u>an individual</u> event/webinar
	<ul style="list-style-type: none"> • Partner liaison <ul style="list-style-type: none"> ◦ Informs partners about Europeana events ◦ Collects ideas from our partners
	<ul style="list-style-type: none"> • Event coordinator <ul style="list-style-type: none"> ◦ Manages the digital events calendar ◦ Sets up registration platform using a template with standard questions, confirmation email, reminders and follow-up emails ◦ Act as host and sets up the webinar platform ◦ Evaluates the webinar process at regular intervals ◦ Supports staff in deciding the appropriate event format/platform for what they want to achieve ◦ Supports planning of events ◦ Creates surveys ◦ Coordinates technical test and technical aspects of the webinar delivery on the day
	<ul style="list-style-type: none"> • Promotor <ul style="list-style-type: none"> ◦ Creates promotional material ◦ Uses our own websites plus social media/networking channels eg Twitter, LinkedIn, ListServ ◦ Makes recording available online
	<ul style="list-style-type: none"> • Facilitator/Moderator <ul style="list-style-type: none"> ◦ Chairs the event
	<ul style="list-style-type: none"> • Designer <ul style="list-style-type: none"> ◦ Creates promotional images/other assets
	<ul style="list-style-type: none"> • Video editor <ul style="list-style-type: none"> ◦ Edits recording of the webinar

Format options for virtual events

There are of course many ways you could structure your event. Think about how much you want to tell, how much you want to listen, and how much you want to discuss.

We are currently working with the following guidelines:

Webinar: Maximum of 90 minutes. Options include:

- Moderated panel discussion
- Presenter with/without slideshow
- Discussion using pre-selected questions
- Free discussion - using chat or 'hands-up' feature to involve audience
- Letting people ask questions through a Q&A tool, questions are asked by a moderator

Workshop: 45 minute sessions. Options include:

- Use Mentimeter and polls for interaction
- Q&A
- Break-out sessions in smaller groups, with a facilitator in each group
- Use of 'workbooks' with exercises that attendees receive before the event ([example we used for the Europeana Aggregators' Forum](#))
- Use of tools such as Trello and Jamboard to replicate exercises found in face-to-face workshops

Cafe: 60 minutes.

- An informal and interactive space where we invite 2 or 3 people from the sector to start a discussion about a specific topic.
- Afterwards there is the possibility for a Q&A and networking.

Pub quiz: maximum of 30 minutes. Great for socializing. Options include:

- Use mentimeter for questions and scoring board
- Chat for interaction

To make the best use of your time there are a few other considerations:

[Flip the classroom](#) instead of several people giving presentations. This has the advantage that:

1. The time during the event can be used for discussion. Make sure to prepare two questions for each speaker.
2. Questions to speakers can be gathered before the event, for example in an open Google document.
3. No time loss due to technical issues of people sharing their screen, etc.
4. The videos are usable after the event too.

Planning Processes - templates and documents

Calendar

If you're organising multiple events, you will need a planning calendar. We use a simple spreadsheet to record the following:

- Date, time, day of the week
- Platform used + link to event
- Type of event - webinar, workshop, conference
- Teams/projects/partners involved
- Event organiser - person responsible
- Speakers
- Outcomes (recording/blogs/surveys/results)
- Status - confirmed, in progress, idea

And here's an [empty calendar spreadsheet](#) you can make a copy of and adapt.

Planning template

We use a chart noting all actions from the very start to the very end of the process, the due date and who is responsible. Make a copy of our [planning template](#) and tailor it to your needs!

task*	responsible*	start date	end date*	status	remarks
Start					
Create a Google doc action list	-	-	-	OPEN	-
Event date agreed fitting Europeana calendar	-	-	-	OPEN	-
Meeting with internal stakeholders event to assign tasks	-	-	-	OPEN	-
Set up regular team meetings	-	-	-	OPEN	-
Agree on meetings timeline	-	-	-	OPEN	-
Coordinate pre and post event internal and external actions	-	-	-	OPEN	-
Coordinate registration process	-	-	-	OPEN	-
Agree answers to practical questions doc	-	-	-	OPEN	-
Check flow chart workflow	-	-	-	OPEN	-
Get contracts ready and signed if needed	-	-	-	OPEN	-
Finalise timeline and process for call launch	-	-	-	OPEN	-
Agree criteria for selection process	-	-	-	OPEN	-
Inform team members of timeline and responsibilities	-	-	-	OPEN	-
Running order and tech test agenda produced and circulated to presenters, general, moderator	-	-	-	OPEN	-
Communication and branding					
Create marketing and content plan for first phase	-	-	-	OPEN	-
Create master text document and draft launch texts	-	-	-	OPEN	-
Review launch texts copy	-	-	-	OPEN	-
Finalise launch texts copy	-	-	-	OPEN	-
Select images to use	-	-	-	OPEN	-
Agree on images	-	-	-	OPEN	-
Brief designer	-	-	-	OPEN	-
Public event in news piece or events calendar	-	-	-	OPEN	-
Publicise and news piece on Twitter and LinkedIn	-	-	-	OPEN	-
Schedule campaign content	-	-	-	OPEN	-
Agree on a hashtag	-	-	-	OPEN	-
Write events news piece	-	-	-	OPEN	-
Sign off events news piece	-	-	-	OPEN	-
Publicise and promote events news piece	-	-	-	OPEN	-
Recording and slideshows added to Pre event page	-	-	-	OPEN	-
Invitations & registration					
Agree on who will sign the invitations	-	-	-	OPEN	-
Provide short text for register your interest form	-	-	-	OPEN	-
Agree on questions asked on form	-	-	-	OPEN	-
Create register your interest form	-	-	-	OPEN	-
Sign off register your interest form	-	-	-	OPEN	-
Open dedicated Eventbrite page	-	-	-	OPEN	-
Send email & registration link to invite your targeted audience	-	-	-	OPEN	-
Running order and tech test agenda produced and circulated to presenters, general, moderator	-	-	-	OPEN	-
Registration link and Pre event page link sent to presenters and moderator with a request to share with their networks	-	-	-	OPEN	-
Survey prepared on Survey Monkey	-	-	-	OPEN	-
Thank you email sent from Eventbrite - includes survey link, join us link, slideshows and recording link	-	-	-	OPEN	-
Agenda					

The Europeana Communicators community made their own to-do list, on the next page is a completed example from one of their webinars.

Date	Activity	Responsible
20/4/2020	Webinar date agreed fitting Europeana calendar	
14/5/2020	Consult with partners involved for speaker suggestions	
18/5/2020	Initial email sent to speakers to ask if they're interested and available	
20/5/2020	Slidedeck created for presenters to add their slides to	
20/5/2020	Speaker brief finished	
21/5/2020	Platform booked for webinar and technical tests	
21/5/2020	Speaker brief sent to interested speakers	
21/5/2020	Speaker(s) booked and confirmed	
26/5/20	Names/titles/topic/bio received from speakers	
26/5/20	Promotional text ready	
28/5/2020	Survey prepared on Survey Monkey	
26/5/20	Section in ENA newsletter given to Zuzana for sending on 30th	
29/5/2020	Pro event page, Eventbrite registration and reminder emails set up (to include Zoom and survey links)	
1/6/2020	Running order and tech test agenda produced and circulated to presenters, organiser, moderator	
1/6/2020	Registration link and Pro event page link sent to presenters and moderator with a request to share with their networks	
1/6/2020	Register for webinar announcement comms go out - Twitter, LinkedIn, newsletters	
4/6/2020	Webinar test - check technical connections etc	
9/6/2020	Ensure slide deck is complete	
11/6/2020	Webinar held and recorded	
ASAP	Recording edited	
ASAP	Thank you email sent from EventBrite - includes survey link, join us link, slidedeck and recording link	
ASAP	Recording and slidedeck added to Pro event page	
26/5/2020	Circulate thank you email including link to debrief comments document to presenters, moderator and organisers	
Later	Review debrief notes and survey results to feed into future events	

Communications plan

You need to consider how you will communicate about your webinar and where you will make information available.

We have a dedicated 'Events' section on our website, Europeana Pro.

We include upcoming webinars in chronological order, with details and links to registration pages on Eventbrite.

Past events remain available too as these pages contain the 'watch again' videos.

Before the event:

- Decide on a hashtag to use on social media.
- Prepare promotional text - include title, date, time (including timezone), topic, speakers and a link to register, plus hashtag to share. Think about all the channels/audiences you have and create texts tailored to each one.
- Prepare registration page text - include promo text as above, plus any technical information registrants need to know.
- Prepare email confirmation, reminders and follow-up messages - to include technical joining information, plus anything else useful such as your slideshow, or opportunities to join other activities, and your event hashtag with an invitation to share with their networks.
- Prepare your post-event survey - set up a template if you are running multiple webinars so that you collect the same information each time and can then make comparisons. Here's an example of Europeana's [Survey Template](#).
- Make sure your speakers are aware if you intend to record and share the session, and plan how you will respond to any concerns or manage any edits they request.

Sharing the event

- Use channels you own such as your own websites and newsletters Use social media/networking channels such as Twitter, LinkedIn
- Use mailing lists such as newsletters or ListServes
- Tell your own colleagues about the event - do you use Slack? Or an internal newsletter?
- Remember to ask your speakers and partners to share the announcements
- Send reminders - you can tweet a couple of times - or retweet what others have shared

During the event

- People may tweet during the session - share the hashtag at the start of the event
- Have someone responsible for watching and responding to social media
- Have someone responsible for watching and responding to the platform's chat function
- Share the survey link
- Inform people if you are recording the event and if you intend to share it - they need to be aware.

After the event

- Make your recording available online - whether that's just on YouTube/Vimeo or embedded on your own site.
- Send a 'thank you' email to registrants with any resources such as the slideshow used in the event, the recording of the event and the survey link
- Send a 'thank you' email to your speakers and anyone else involved in the event, along with an opportunity to feedback on the process - you could invite direct responses via email, set up a google doc for people to contribute to, or a meeting.
- Don't forget to check back on what people posted on social media about your webinar.
- You may want to do a blog post or newsletter write-up of your event to share the resources and the recording.

Supporting your presenters

In order to make sure your presenters know exactly what you'd like them to do and when, it's useful to set up a presenter brief that contains everything they need to know. This reduces the number of emails you need to send, which means important information is less likely to be missed.

Keep it as short as you can so that important information is easy to spot.

Here's an example of the presenter brief we use: [Presenter brief template](#). It gives them the context of the organisation as a whole, and of the event they are participating in. It sets out exactly what they're expected to do, how to do it and when to do it.

Make sure you are aware of the deadlines and tasks you've set your presenters so that you can get in touch to remind them to, for example, send their bio in, or attend the technical test session.

Running order

You will need to plan how you use the time you have in your event and who is responsible for each section.

Don't forget that people will be joining for a few minutes after your start time, so start with welcomes and housekeeping - leave any important announcements until everyone has arrived.

Here's an example of a running order we've used several times: [Running order template](#)

A few useful notes:

- All participants should be automatically muted as they join. Presenters/moderator will need to unmute themselves as necessary.
- It's important to have someone watching the time and using messages to give timing warnings to the moderator for each section.
- The coordinator/organiser can mute participants if necessary, e.g. for background noise.
- Have one or two people tasked with engaging with the audience on chat, e.g. encourage them to introduce themselves, include survey link.

Testing: fire drills

Things can go wrong. But by testing your platform and your running order, you can work through some of the most common issues.

Make sure you set up at least one test session/rehearsal. Do this a few days before so that you have time to resolve any issues. Go through the running order you've created step by step to ensure everyone knows what they are doing and when.

Here are some of the things you might want to test (if you've used the poster and/or matrix you can use that as a checklist to test too):

- Coordinator can share screen and background slides.
- Presenter(s) can join, hear, see, be heard, be seen.
- Presenter(s) can share their screen, play audio etc.
- Coordinator can take back control of the screen.
- Participants can easily engage via a chat/messaging function.
- Moderator can monitor time - you may wish to test sending private messages via chat or another service such as WhatsApp to the presenter to alert them they have five minutes left.
- Coordinator can mute/unmute other participants if necessary.
- Coordinator can record the webinar and archive the chat discussion.
- Coordinator can make a recording of the webinar available.
- Everyone knows the emergency protocols (see below).

Emergency protocols

You have got to have a plan when things go wrong. The list below is a protocol that we used for previous events. Make sure to go through this protocol with everyone that is mentioned in the protocol, so that they know what to do.

General principles

- Discuss how much time (see [x] below) can be lost due to technical issues and still have a productive meeting or event
- Discuss beforehand who should be available as a minimum in order to continue. A panel discussion can probably take place with one fewer speaker, a keynote without the keynote speaker can not continue.
- Discuss how much time and effort you are going to put in to supporting participants when they are having trouble entering at the beginning of the session (see [y] below).
- Discuss how many of the participants must be present and well-connected (able to discuss, hear, speak without distractions) for an event to proceed. Should at least 50% be online? 75% or do you need everybody to be able to continue?

ID	Problem	Response	Notes
1	Speakers are not able to get online, facilitators and/or host are online	<ul style="list-style-type: none"> Communicate via backchannel If speakers can't get connected after <i>[x]</i> minutes of the event: close the event and reschedule with failure email text. 	The rationale for closing and rescheduling after <i>[x]</i> minutes of the event time has passed is that there would not be enough time left for a good event.
2	Speakers are online but host/facilitator can not connect	<ul style="list-style-type: none"> Communicate via backchannel and continue the event The host/facilitator alerts someone else who can access the account. The backup hosts/facilitators are: <ul style="list-style-type: none"> [add name] [add name] 	Speakers usually can't get in and start the event unless a host/facilitator starts the event.
3	1 or 2 (crucial) participants can't get into the call at the beginning of the event, or are missing.	<ul style="list-style-type: none"> Host works with them via email, SMS, Eventbrite or voice call Allow the session to be delayed for <i>[y]</i> minutes After <i>[y]</i> minutes, begin the session while tech support continues in the background 	
4	<i>[z]</i> or more participants can't get into the event at the beginning of the event or are missing.	<ul style="list-style-type: none"> Host works with them via email, SMS, or voice call Allow the session to be delayed for <i>[y]</i> minutes After <i>[y]</i> minutes, if 1 or more participants join then begin the session while tech support continues in the background If we can't get a quorum of <i>[z]</i> participants: reschedule the session 	
5	Bad/unstable connectivity for speakers during the event	<ul style="list-style-type: none"> Switch speakers if possible Pause the event briefly if necessary, for a reboot of the speaker's computer (3 minutes max) Continue with other speakers if possible 	
6	Bad/unstable/distraction connectivity for participants	<ul style="list-style-type: none"> Host works with them via email, SMS, or voice call Facilitator may choose to pause the session (no more than <i>[y]</i> minutes delay total during the session) 	<p>Some recommendations for participants with connectivity trouble.</p> <ol style="list-style-type: none"> Disable video Move to a quieter / better-connected place If sound is bad: use headphones. If using headphones: unplug headphones or turn volume down. Switch to another wifi network or cellular data if possible Call in via a landline if possible
7	Bad/unstable/distraction connectivity for <i>[z]</i> or more participants	<ul style="list-style-type: none"> Host works with them via email, SMS, or voice call Allow the session to be delayed for <i>[y]</i> minutes After <i>[y]</i> minutes, if 1 or more participants join then begin the session while tech support continues in the background If we can't get a quorum of <i>[z]</i> participant: reschedule the session 	
8	General platform failure	<ul style="list-style-type: none"> In time before event: <ul style="list-style-type: none"> switch to backup solution Host sends email to participants (see below) Just before the start of the event and if the system is not restored in 10 minutes: reschedule the session. 	Do an analysis of the minimal requirements for your event to take place.

Failure email text

Here's an example of an email you can have ready to send should the event be interrupted.

Dear participant,

We're very sorry the event was interrupted.

OPTION A: Unfortunately we will have to reschedule to continue the workshop. We will be in touch as soon as possible with new options.

OPTION B: We will switch to another platform to continue the workshop. This is the link to join again:
[INSERT LINK]

For questions: please contact us on [email], [phone], [slack channel link].

With kind regards,
The Europeana team
On behalf of [speakers]

Further reading/other useful resources

- Join us! Join the [Europeana Network Association](#) and its specialist communities to get information about our events direct to your inbox (plus **much more**).
- [Europeana Events](#):
 - [Europeana webinars](#)
 - [Culture From Home series](#)
 - Pro News reflection by Susan Hazan: [Culture from home – Connecting through webinars during the lockdown](#)
 - Pro News by Gina van der Linden: [Digital is here to stay: the impact of 'the new normal' on meetings and events](#)
- Other cultural sector webinars:
 - [NEMO](#)
 - [OECD AND ICOM](#): Coronavirus (COVID-19) and cultural and creative sectors: impact, innovations and planning for post-crisis
 - [Cuseum](#): Cuseum's weekly webinars on engaging audiences in Coronavirus times
- On planning:
 - Reflections on OpenGLAM webinar series: [#OpenGLAM now: an insight from Larissa Borck](#)
 - First Round Review: [Don't just throw together a webinar - the virtual events crash course you need](#)
 - [Interpret Europe's guide to running a conference online](#)
 - Cuseum's free ebook: [The Ultimate Guide to Surviving & Thriving as a Cultural Organization in the 21st Century](#)
- Choosing a platform:
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