



MOVEMBER®

HOW TO HOST A VIRTUAL EVENT

MOVEMBER IS COMING

And while the world looks a little different, our men's health mission hasn't changed. We're still hell-bent on having fun and doing good – for those hosting an event, all it takes is a virtual spin on your plans and ideas. The best part? Virtual events are easy to organise, cheap to run and you can go in your slippers – what's not to love?

HERE'S HOW TO PULL OFF A VIRTUAL EVENT WITHOUT A HITCH

VIRTUAL SHAVE DOWN

- 01 Choose your virtual platform (FaceTime, Zoom, Facebook, Houseparty).
- 02 Use your Mo Space to create an event page so your friends and family can RSVP and donate easily.
- 03 Recruit an MC – keep your audience entertained with sports-like commentating on each shaver's technique and execution.
- 04 Get yourself set up so that your audience can see what you're doing – good lighting, nice angles etc.
- 05 Remind your audience why you're fundraising for Movember. Sharing your story is always a powerful motivator for people to donate.

ONLINE GAMING TOURNAMENT

- 01 Rally a crew for an online gaming marathon or tournament.
- 02 Use your Mo Space to create an event page and drum up hype.
- 03 Stream the event live on Twitch. We can help you set this up – just shout out.
- 04 Use incentives to inspire donations. For example, a £5 donation to play with one hand, £10 to play with the opposite hand, £50 to shave off half your moustache if you hit a game milestone.
- 05 Don't forget to call for donations throughout the event.

VIRTUAL TRIVIA NIGHT

- 01 Choose your virtual platform (Zoom, Google Meet etc.) Our hot tip: pick one that allows you to share your screen.
- 02 Create an event page using your Mo Space and invite attendees nice and early. An event page allows people to RSVP and donate in one place. Include which virtual platform you're using so everyone has time to set up an account.
- 03 Recruit a Quiz Master and secure some prizes.
- 04 Where possible, use the 'share screen' function to weave in visual questions and keep your guests engaged. Share your event's unique QR code on-screen between each round to remind everyone to donate. (You'll find your QR code on your event page; all players need to do is hold their camera over the code to be taken directly to a donate page – easy!)
- 05 Use bonus rounds and award prizes to up the ante.
- 06 Have a ball.



Remember, we're always here to help. If you need inspiration, tips or want to chat through ideas, just shout out: info.uk@movember.com.