

## Presenter Information Packet

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## GENERAL INFORMATION

### Dates

- April 1-30, 2021
- Expo Days April 3, 10, 17 Virtual Platform
- Statewide Astronomy Night April 16
- Tuesday, Wednesday, and Thursdays throughout April and April 24
- website <https://sciencefestival.msu.edu/>

### Attendance

- Please make a note of attendance at your events. The Festival will collect this information after your event.

### Media note

- The media is invited to all MSU Science Festival public events.
- The Festival is a public event, and photos are permitted (make a statement at the beginning of your talk).
- Media representatives may approach people for comments.
- Questions contact Roxanne Truhn (contact info. page 6)

### Social Media

- Facebook @msu science festival
- Twitter @MSUScifest
- Instagram @MSUScifest
- YouTube MSU Science Festival
- #msuscifest #sciencelive



## Setting Up Your SciFest Webinar

Link to the How to set up a webinar  
<https://youtu.be/LMPrBjpdTNs>

- **Expo Day events April 3, 10, 17.** Presenters will use their own zoom account to set up your webinar. If you do not have a pro-zoom account that allows webinars, contact the Scifest team immediately, and we will set up your webinar for you.
- **Weekday Events and Saturday, April 24, 2021.** The Scifest Team will set up your webinars. If you would like your own webinar link, contact the Scifest Team immediately.
- **Before your webinar, make sure you have turned off the chat feature in settings at zoom.us. Once you turn the chat off, it will stay off until you turn it on again.**
- **All webinars should be set up by March 22.**

*Setting up your Webinar for Science Festival is pretty easy! If you've scheduled a Zoom Meeting before, you've already got all the tools you need - and even if you haven't, it's only a few simple steps!*

### Log in to Zoom

1. **Go to Zoom Website (zoom.us) if MSU presenter you can go to (zoom.msu.edu)**
  - a. Log in
  - b. On the left-hand menu, click "Webinar."
  - c. Click the blue "Schedule a webinar" button



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## Fill out your information

1. Topic: Title of your presentation (the same thing that is on your virtual booth, the title you sent to the science festival team - do not change this on your Zoom Webinar or SciFest booth)
2. Description: Description of your activity (same thing as on your virtual booth)
3. **When: Make sure to change this!! Date and time that is on your virtual booth**
4. Time Zone: Keep the same
5. Registration: Not required
6. Video: off for hosts and panelists
7. Q/A: On!
8. Enable Practice Session: On
9. Require registration: No
10. Automatically record: You can do this if you would like a recording!
11. Approve/block entry: No
12. Alternative Hosts: at least one
13. Click schedule

Once scheduled, Click on the scheduled webinar to set up additional items

## Invitations

1. Invite Panelists by clicking the Invitations button
2. Add the email of the panelist
3. To add additional panelists, click the Edit button and add additional emails

## Email Settings

1. Select email for attendees to contact with questions
2. Optional edit the invitation to panelists
3. No confirmation email to registrants
4. No follow-up email to attendees

## Branding

1. Add the Science Festival logo to the webinar [link to the logo](#)

## Polls/Survey

1. Slido.com is the easiest way to do polling. It integrates into PowerPoint and Google Slides and is free software.



## Q&A: keep default settings

1. Allow anonymous questions
2. Allow attendees to view answered questions only.

## Presenter Tips and Tricks

### Virtual presentation logistics

1. Turn on CC on zoom webinar
2. Add a Scifest Logo slide to the beginning of your presentation. [Link to slide template.](#)
3. State at the beginning of your presentation, "This is an official event of the Michigan State University Science Festival."
4. This event may be recorded and used for future marketing. (If you are recording your webinar, make this statement).
5. We recommend using a microphone or headset for audio clarity.
6. Check your audio levels. Try a practice webinar.
7. If using video, download the video to your computer if possible to eliminate the lag in streaming from the internet.

### Tips and Tricks

1. Quote from Nick VanAcker, MSU Museum, "Your job is to interpret science for your audience."
2. Begin your presentation with a few minutes about yourself, how did you get interested in your field of study, what was your path, what is happening in your field now.
3. Tell a story, beginning middle, and end
4. Use more visuals than words on your screen "A picture is worth a 1,000 words."
5. Practice your webinar. You can set up a test webinar and try out your talk. Were you engaging, our your slides compelling,
6. Use interactive tools, polls, hands-on activities, and objects
7. Finish with a call to action, a website for more information, or science they can do at home.



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## MSU Expo Day Expo Booth Presenter Information

Saturdays April 3, 10, 17



Home page of the virtual platform

## Tips and Tricks for Creating Your Virtual Booth

"Setting up Your Virtual Booth Video Webinar" link

<https://youtu.be/3D1aJOvHtWw>

Booth setup due March 22 (webinar link, presentation description, and presentation logo or image)

### General Platform Information

1. The virtual platform will be live from 10:00 am – 5:00 pm on Expo Days April 3, 10, and 17<sup>th</sup>.
2. Attendees will be encouraged to view all the booths on the platform throughout the day.
3. The virtual platform will become visible to the community on April 1.
4. The Booth setup guide is located on the Scifest website under [presenter resources](#).



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5. The platform is organized as a landing page with a menu to the left.
  - Pavilions
  - Information booth
  - Schedule of live webcasts
6. Presentations are organized into pavilions based on the times of your event. (EDT)
  - Pavilion 1 10:00 am – 12:00 pm
  - Pavilion 2 12:30 pm – 2:00 pm
  - Pavilion 3 2:30 pm – 5:00 pm
  - Pavilion 4 Self-guided presentations
  - Pavilion 5 Sponsors

## Logging into the Platform

1. To manage or edit content for your virtual booth, click this link  
<https://spartans.easyvirtualfair.com/backend/#!/homeLogin>
2. Enter your username and password from the email sent by the Scifest Team
3. **To view your booth design, use the link sent in an email Thursday, 3/4/21. Please do not use the link from a previous email; it contained a broken link.**
4. Don't change your password; it will be easier for the virtual booth staff to help you if you have issues.
5. Don't change the name of the organization (Presentation Title). The presentation title will be how attendees locate your booth. It will match the title from the MSU Science Festival website.

## Corporate Data area of Booth Design tips

1. This area is where you can talk about your lab, organization, or presentation.
2. If any fields are not relevant, leave them blank, and they will not be visible on the final design.
3. **Organization slogan** – can be used to highlight your live webinar. It appears as a ribbon at the bottom of the page on your booth. Enter something like: "Join my live presentation on April 3 from 10:00 – 10:20 by accessing the zoom link below."
4. **Organization logo** – this will appear on the desk of your booth and the booth icon in the pavilion section.
  - a. You can add a logo or a photo.
  - b. Upload photo and size with the scroll button to adjust to fit within the blue box
5. Contact information include if you want to have attendees reach out; otherwise, leave blank.
6. **Organization Profile**
  - a. This area is where you can talk about your lab, organization, or presentation.
  - b. If you have multiple presentations, you can create a schedule of talks and include your live webcast links (zoom link).





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- c. You can also add a video link in this section.
- d. Image upload at this location only appears on the company profile section within your booth.

## Designs

1. Choose one of the ten booth styles. (Premium and Info stand are not available)
2. Select to have an avatar or leave blank no avatar.
3. Click save after every page selection.

## Downloads

1. 5 Mb max
2. PDF or Word document, anything you would like your attendees to take home or save to their computers.
3. You cannot upload PowerPoint slides, but you can convert your PowerPoint presentation to PDF and upload

## Videos

1. YouTube or Vimeo only (if other formats, you can add a link to the EXTERNAL LINKS or to your PROFILE sections).
2. Use the code of the video or the URL link. Do not use the share link feature.

## Account Options

1. Do not change your password. If you need help from the virtual platform staff, they won't be able to quickly help if you change the password.

## Webcasts

1. **Your presentations will be using the zoom webinar format, Not meetings. If you don't have access to zoom webinar, contact the Scifest team at [scifest@msu.edu](mailto:scifest@msu.edu), and we will use the Scifest account.**
2. Click add a webcast.
3. Enter date and time of webcast, title, and presentation description. This information will be included in the webcast menu for the entire Expo Day on the platform's home page.
4. Add the webinar link under the external platform.
5. The more information you include, the better.

## Resources

1. Resources entered in the booth design section will not initially be seen under the booth design link. They will appear once the platform is live.
2. Think of this as a way to connect or follow up with visitors after the event for those who "express interest" in your resource and sign-up for more information.



3. If you include an "External Link, visitor interest will not be captured at your booth. Instead, the visitor will be directed to the website you included and only tracked if your external website records their visit.

## Marketing

Presenter Marketing Webinar link <https://youtu.be/cT2SIIN-VhI>

### Market your event

1. Downloadable graphic files on the Festival website [sciencefestival.msu.edu/get-involved/present/resources](https://sciencefestival.msu.edu/get-involved/present/resources)
2. Post your event information on your website or newsletters
3. Post your events in community calendars and Facebook groups
4. PSA with your local media
5. Share with your networks broadly
6. Mention Scifest during any presentations
7. Add Scifest slide to your PowerPoint
8. Promote on Social Media
  - a. The Festival team will create events
  - b. Add the event to your Facebook page
9. Create social media posts to advertise your event

### Overarching Scifest Message

1. We want the public to:
  - a. Celebrate the science in their everyday lives
  - b. Experience STEAM Live (virtually this year)
  - c. Ignite their curiosity around STEAM
  - d. Get out and discover Citizen Science



## Scifest Support Team Contact Information

<p>MSU Science Festival Coordinator</p> <p>Roxanne Truhn</p> <p>Cell # 610-316-2090</p> <p><a href="mailto:truhn@msu.edu">truhn@msu.edu</a></p> <p>General festival questions</p>	<p>MSU Science Festival Assistant Coordinator</p> <p>Katherine Hagman</p> <p>Cell # 517-455-4923</p> <p><a href="mailto:hagmanka@msu.edu">hagmanka@msu.edu</a></p> <p>General Festival questions</p>
<p>MSU Science Festival Student Assistant</p> <p>Hazel Anderson</p> <p>Cell # 517 -881-0809</p> <p><a href="mailto:ande2106@msu.edu">ande2106@msu.edu</a></p>	<p>MSU Science Festival Digital Media Production</p> <p>Chelsie Boodoo</p> <p>Cell #786-366-1707</p> <p><a href="mailto:boodooch@msu.edu">boodooch@msu.edu</a></p>
<p>MSU Science Festival</p> <p>219 S. Harrison Road, Room 93</p> <p>East Lansing, MI 48824</p> <p>517-432-1451</p> <p><a href="mailto:scifest@msu.edu">scifest@msu.edu</a></p>	<p>Virtual Booth Platform questions</p> <p><a href="mailto:virtualevents@csp.msu.edu">virtualevents@csp.msu.edu</a></p>

