

HOW-TO GUIDE

VIRTUAL CHAPTER EVENTS

COVID-19 has changed the way we get together. This guide is focused on helping your chapter consider adding virtual events to your chapter calendar as we move to a new normal post COVID. Check with your program on the rules for virtual events.

Contact your District Trustee or connect with National ASDA at Membership@ASDAnet.org if you would like to schedule a meeting about this resource or your chapter's unique successes and challenges.

Virtual Events 101

Your chapter will need to use a virtual platform to host a virtual event. Many virtual platforms allow chat, video and phone connections. Virtual events provide the opportunity for those in different locations to connect, and virtual events provide the opportunity to use pre-recorded content. **Find an extensive list of event ideas in the Appendix of this document.**

As your chapter considers what events to conduct virtually, here are a few virtual event basics to help.

1. Timing - Try different times out to see what works best. Incorporate breaks as needed.
2. Speakers - Don't assume they know how to use the virtual platform your chapter is using. Provide clear instructions on how to use the platform.
3. Chat - Consider having a chapter member monitor the chat to help respond to questions.
4. Expenses - The expense of a virtual event may be different than an in-person event. Your chapter may be able to save costs on speaker fees and lunches by hosting virtual events. At the same time some vendors and sponsors may not be able to offer the same level of monetary donations as they have in past years. Looking for funding? Find information on the [chapter grants](#) on ASDA's website.
5. Technical difficulties - You may run into technical difficulties. It's okay. Do your best to practice, but if they occur be positive. Have a backup plan in case you are unable to solve the technical issues. Backups include backup speakers or have speaker record content to play.
6. Administration - Invite school deans, chapter advisor, and department chairs. By inviting the administration of the school, you are acknowledging their continued support of dental student activities.

Marketing

Publicity is important on multiple platforms. Use multiple marketing platforms such as chapter or class social media accounts, emails, fliers, class announcements, newsletters, school television and the chapter's website.

Social Media Marketing Ideas:

- This is an amazing opportunity to tap into sponsorship opportunities!
- Create "on-demand" content for students to be able to watch at-will
- Use the "questions" feature on Instagram a few days before the event to hype it up and also collect questions for a more interactive session
- Tag alumni or the school on Instagram to increase engagement at the event
- Create hybrid events - part virtual and part in person

Virtual Platform Options

Connect with your dental program to see if there is a free platform your chapter can use. Follow your program's process to reserve time to use the platform.

The list below provides an overview of several virtual platforms. All come with positives and negatives. Work with your school administration, chapter advisor and chapter leaders to determine if one, or several, of these would support your chapter's needs.

Platform	Pros	Cons
Zoom	<ul style="list-style-type: none">● Most students have free student accounts● Allows for breakout rooms● Common platform--most people know how to use● Can use webinar-style for more students● Good chat function & private chat function● Polling function● Allows screen-share	<ul style="list-style-type: none">● Usually 300 person limit for everyone's cameras to be on; need to switch to webinar-style for more students (cameras can't be on in webinar style)● No breakout rooms in webinar style
GoToWebinar	<ul style="list-style-type: none">● Can use webinar-style for more students● Chat function	<ul style="list-style-type: none">● No breakout rooms

Remo	<ul style="list-style-type: none"> ● Allows for more casual conversing 	<ul style="list-style-type: none"> ● Newer platform ● Another software to download
Google Hangouts	<ul style="list-style-type: none"> ● Most everyone has a google account 	<ul style="list-style-type: none"> ● Harder to host a larger-scale event with multiple cameras on
Blue Jeans	<ul style="list-style-type: none"> ● Allows screen-share ● Chat function 	<ul style="list-style-type: none"> ● Newer platform ● Another software to download
WebEx	<ul style="list-style-type: none"> ● Some schools use this platform so it is commonplace 	<ul style="list-style-type: none"> ● No breakout rooms

Format

Virtual meetings are more successful when they incorporate shorter sessions and more frequent breaks. For every 60 minute session, a 5-10 minute break is recommended. For every 90 minute session, a 15 minute break is recommended. Having three 45 minute breakouts in the morning with appropriate breaks scheduled is more engaging than five morning breakouts. You'll need to consider methods to keep people engaged for the afternoon business.

A virtual events program can have different formats. You can use a breakout session format, in which small groups of participants rotate through several short presentations. You could also hold a panel discussion on a hot topic, invite dental professionals to speak or hold a social event. Arrange the schedule so that there is variety to keep attendees engaged. Consider polls, chats, surveys, social media sharing, Q&A, and networking opportunities to keep engagement high.

Selecting Speakers

Choose effective and engaging speakers who are passionate about their topic and have experience speaking in virtual settings (ex: webinars). Contact your state or local dental society for suggestions as they may have a speaker list you can use. Often, the dentists involved at your state dental association will have a ton of interesting, relevant information for students, and would love to help your ASDA chapter. Don't forget to consider university faculty as well. You can also invite ASDA alumni to speak on their experiences as an ASDA leader or other leadership development topics. Requests for an alumni list can be emailed to meetings@ASDAnet.org. The key is to make sure your speaker is experienced in his/her area. Be sure to follow the guidelines established at your program for speaker approval, if applicable.

You may find people who will speak at no charge. Speaker fees can add up so consider those who volunteer their services. Invite speakers in advance. Give them the date, time, topic, and platform. Specify if you will be recording the session and making it available at a later date. Make sure they know how long the session is and whether it includes time for questions. Confirm their participation and all details by email. Ask for their PowerPoint presentation in advance so that it can be tested and reviewed by your program, if applicable. Stay in contact with your speakers in order to avoid any last minute issues.

Ask for a short bio or CV to use for session promotions and their introduction at the beginning of the session.

Using Virtual Events to Welcome D1's Prior to the Start of the Year or During Fever Weeks

It is very important to engage entering D1s. D1s are the future of your chapter, district and national ASDA. Get them engaged with ASDA now so they can lead ASDA in the future. Find [resources to assist with Virtual Events](#) that introduce ASDA to your members on ASDA's website. Information includes ASDA videos, sample letters to D1s and more.

As you look to welcome your D1 class, plan your ASDA Fever Events and engage your new members look at the areas where the D1 class needs the most support, such as academics or establishing meaningful connections with others. Tailor your chapter's programming to meet these needs. Providing education about the mission of organized dentistry, advocacy and legislative initiatives is also a great idea to let the D1s know why ASDA is so important. Work with your chapter president, membership chair, and other executive team members to ensure that D1s feel supported by your ASDA chapter.

Consider virtual events to ensure that all incoming dental students understand what ASDA is and our purpose as a student-led organization. Help your members gain a better understanding of ASDA by:

- Hosting sessions such as: ASDA 101, Advocacy 101, socials with your local and/or state dental societies, How to be an ASDA Officer, and a wellness challenge.
- Emphasizing current events and how it applies to D1s, and what ASDA has done in the past and present on important issues, such as licensure reform, addressing barriers to care, and student debt.
- Explaining that ASDA has a place for everyone. Although advocacy is a large part of what we do, there are other avenues of involvement, such as wellness, socials, community service, events, predentals, communication, and leadership.
- Collaborating with other student organizations in joint events, socials, and virtual activities.

For recruited chapters, be sure to promote joining and renewing ASDA membership at every event. ASDA 2022 membership for the 2021-2022 year opened September 1, 2021. While the chapter continues to promote joining ASDA, your chapters should start developing member-only benefits. Consider benefits that target specific needs.

Example:

- D1s may be interested in tutoring sessions. For D1s that join ASDA, create a weekly or monthly tutoring session. If your chapter has access to Zoom, create breakout sessions by subject area and use upperclassman to lead the study session.
- D2s or D3s may be having a different experience with clinic than usual. Some programs are pairing up students for the first time. For others, clinic is at different times and less specific times. Conduct a Survive Clinic presentation or develop a toolkit that is only available to ASDA members. Consider working with faculty.
- Create a refer-a-member program. Members that encourage other students to join/renew earn points. Select one or more of the highest point earners to receive an incentive.
- Don't forget to highlight the [member benefits of national ASDA](#).

Appendix A

Category	Event Name	Description	Additional Notes
Advocacy	Voter Registration Drive	Have a competition between classes or even chapters. Offer raffles and prizes to incentivize this event.	Use ASDA Action - Register to Vote area: https://www.asdanet.org/ASDAaction
Advocacy	Advocacy 101	Host your own at the chapter level or promote national ASDA's 101 webinar: https://www.asdanet.org/index/programs-events/webinars/webinar/advocacy-101-asda-2020 .	Promote national ASDA's webinar and follow with a panel discussion, Zoom breakout room discussions or social media posts. Assign chapter members who are passionate about a topic to conduct the follow up activities.
Advocacy	Participate in Advocacy Month	Held in November, look for information on Advocacy Month.	https://www.asdanet.org/index/programs-events/virtual-events/Advocacy-Month
Advocacy	Faculty Debate	Select a current advocacy topic and host a debate with faculty.	Find more information in ASDA's Advocacy How-To Guide, https://www.asdanet.org/index/get-involved/chapter-management-resources/Chapter-How-To-Guides .
Advocacy	Online Advocacy 101	Work with ASDA leadership/state dental organization to host an informative advocacy focused lunch and learn.	

Advocacy	Licensure Reform	Highlight actions taken by ASDA (chapter and national) on licensure reform. Discuss how COVID-19 help pushed licensure reform forward and ASDA's leading role.	https://www.asdanet.org/asda-covid-19/licensure-information
Alumni Relations	LinkedIn Session	Connect with recent graduates from program and ask them to provide tips and tricks of a successful LinkedIn profile.	Consider a professional headshot fundraiser.
ASDA	What is ASDA?	Use presentation ASDA has on the website to present on what ASDA is. Then, open for Q&A. Consider using breakout rooms to have student discuss how they want to get involved and report back. Chapter can use this information to consider new engagement opportunities.	https://www.asdanet.org/index/get-involved/chapter-management-resources/Membership-amp-Recruitment
ASDA	ASDA Officer Social	Have officers and potential D1's sign up for committees or officer positions they're interested in. Break them up into groups so they can ask questions and get to know the officers.	
Community Service	Bedtime Stories Read By Faculty on Social Media	Engage with your faculty and staff to provide bedtime stories to students with young children. Post on websites or IGTV on Instagram.	Collect donations for a chosen non-profit organization. Host a raffle for every student or faculty member that donates a certain amount towards the cause.

Community Service	Adopt a Highway	Encourage your chapter to participate in environmental efforts locally. Make a goal to pick up litter several times a year with your members.	
Community Service	Love for Our Elders: https://loveforourelders.org/	Work with your chapter to write handwritten letters to the elderly who may be facing loneliness in isolation. This organization sends handwritten letters to senior communities across the globe.	
Community Service	Oral Hygiene Educational Videos	Work with local schools to provide remote oral hygiene education.	
D1 Engagement	Individually reach out to D1's	Email, call or leave a note for each D1 welcoming them to the program and ASDA chapter.	If you are at a recruited chapter, include information on how to join ASDA.
D1 Engagement	Leadership Opportunities	Create a position or committee for D1s to identify their unique needs.	
D1 Engagement	Member Spotlights	Highlight D1s on your social media.	If your program is large, ask D1s to apply and have your D1 committee review applications and select the ones to appear on social.
D1 Engagement	Upperclassman Mentoring	Pair a D1 with an upperclassman.	Connect virtually, by phone, in socially distant settings. Ask for updates to keep members engaged.
D1	D1-Only	Consider making an event	For example, a socially

Engagement		D1-only. This could include virtual and socially distant events.	distant D1-only park trash pick up with picnic after. Everyone brings their own lunch and sits socially distant. (Check with your program's socially distant requirements.)
D1 Engagement	D1-Only Communications	Send an email(s) or letter(s) to D1s-only.	
D1 Engagement	D1 Study Tips	Tips on learning in a virtual environment.	
Diversity and Inclusion	Educational or Panel Discussion Webinars	Potential Topics: Women in dentistry Diversity months International dentists Faculty education on diversity and inclusion	Find resources: https://www.asdanet.org/index/dental-student-resources/diversity-and-inclusion-resources .
Diversity and Inclusion/ Advocacy	BLM/ Current Events Discussion	Have a virtual discussion about BLM and dentistry.	ASDA's Diversity and Inclusion resources: https://www.asdanet.org/index/dental-student-resources/diversity-and-inclusion-resources .
Educational	What to Expect	Ask faculty who primarily teach D1s to participate in a panel to review what D1s can expect during their first year. Especially helpful with Virtual learning.	
Engagement	Virtual Leadership	Present different ways members can get involved with the ASDA chapter, district and national virtually. Recruited chapters	

		can also use this to get student to join (need to be a member to run for an office or hold a leadership position, for example).	
Leadership	Book Exchange	Exchange books on leadership books to members.	Coordinate through a designated space at school if sharing physical books. Create a reading list and develop book club for a virtual option.
Membership	Welcome 2024 Grads	Coordinate with program to communicate a welcome to the 2024 grads.	Example – Ask faculty of class all D1s take to have a 1 minute call out for ASDA to welcome 2024 grads. Or, at the start of an ASDA Fever Week event, have a special welcome for 2024 grads. Or, create a Zoom background for 2024 grads to use during ASDA Fever Week events.
Membership	Member Benefit Highlight	Highlight at the start of an ASDA Fever Week event an ASDA member benefit. Could also include information on chapter communications	Find more here: https://www.asdanet.org/index/join/Member-Benefits .
Membership	Hot Topics	Use Contour to host Hot Topics virtual sessions. Consider inviting faculty who have an interest in the topic and to participate.	Share Contour articles, https://www.asdanet.org/utility-navigation/Publications/Print/Contour prior to session. Could assign groups to take different view and conduct additional research. Attendees could vote and which view they support after presentations.

Membership	Get Involved	Could be an event or information on the chapter website or social media about ways to get involved beyond the chapter.	https://www.asdanet.org/index/get-involved
Membership	Education	Could be an event or information on the chapter website/social media about ASDA educational opportunities beyond the chapter.	National ASDA webinars: https://www.asdanet.org/index/programs-events/webinars National ASDA meetings: https://www.asdanet.org/index/programs-events/national-meetings
Membership/ Social Media	Philly (Local) Scavenger Hunt	During the first week chapter members will have to go to areas around pre-determined places in Philly and post them on their stories. A winner will win a prize.	If some students are not in the program's location, make the scavenger hunt more general so all can participate.
Mentorship	Tips and Tricks	Zoom presentation on tips and tricks for lab and classes. Ending in a panel discussion. Consider inviting faculty to participate either in this session or in a follow up session. Really helpful for D1s who are totally new and have no idea what to expect.	Could do this by graduation year so you can tailor the information.
Mentorship	Bigs and Littles	Using Google Forms to create an online signup sheet for D1s and D2s to register as a Little and D3s and D4s to register as a Big. Bigs mentor Littles throughout the year.	Create guides for both Bigs and Littles on the expectations for each. For example, time, types of connections, etc. Have a chapter position in charge of checking in on Bigs and Littles.

Organized Dentistry	The Profession of Dentistry	Ask local dental society to participate in a quick presentation-style virtual session. Speakers can be dentists in the community and/or faculty. Ask speakers to present in less than 3 minutes on the profession. Example topics include - dental specialties, tips on getting the most of dental school, how organized dentistry impacted their career, importance of ASDA, etc. The goal is several (3-5) short presentations.	These presentations could be recorded and made into one video or several short videos that can be shared during other events or on their own.
Predental	Virtual Predental Day	Events like these can be conducted via Zoom and allow chapters to share a presentation with predentals, short videos about the school, and utilize the breakout rooms feature.	Find a presentation template for predentals on ASDA's website: https://www.asdanet.org/index/get-involved/chapter-management-resources/Membership-amp-Recruitment .
Predental	Dental Student Panel	Begin with a day-in-the-life of a dental student D1-D4. Then, answer questions received through a Google form or chat function on the online platform.	Use social media to tease some questions that will be answered during the panel. Connect with national ASDA to see if predentals are members. Charge a higher registration fee for non-member predentals..
Predental	Application and Reapplication Process	Current predoctorals talk about their experience with applying including the interview process. Ask for questions ahead of time to tailor the presentation.	Use social media to tease some questions that will be answered during the panel. Connect with national ASDA to see if predentals are members. Charge a higher registration fee for non-

			member predentals..
Social	ASDA Trivia	Tested this out in the District 9 Retreat. Online Trivia Session to replace a large social gathering.	Involve chapter members by asking a group to develop the questions.
Social	Tuesday trivia	All categories of trivia hosted via Zoom and Kahoot. Took the time between questions to ask people on the leaderboard or people with streaks to introduce themselves and do ice breaker questions.	https://kahoot.com/
Social	Watercolor Wednesday	Find YouTube paint tutorial to stream for students. Supply all art supplies for pickup at school.	
Social	Throwback Movie Thursday w/ Goodie Bag	Provide movie goodie bags (popcorn, candy, coke, ASDA marketing flyer) have people log in to Netflix party to watch the same movie.	Poll members ahead of event and most popular movies wins. Ask members to Instagram their watching setup. Could potentially ask sponsor to send a goodie that could be shown in photo.
Social	Social Media Giveaway	Share why you love the ASDA chapter on IG/FB and give away enamel pins and stickers (from @vcoterie) lots of engagement because of the cute prizes!	This was GREAT! Made custom graphics for this and the entire week to stay within a theme helped advertise it and reach people better.
Social	Speed Dating/Game Night	Utilize Zoom's break out rooms feature to play games and have a mix of D1s/D2s/D3s in each breakout room. Have leadership in each room to	This event has been successful with D1's who said this was a BLAST and great to mingle with other students.

		facilitate the games - two truths and a lie, rounds of Scattegories. Join back up in the main room for chapter trivia and gift cards for the winners.	
Social	Mixology Roulette	Have one individual pick a drink that can be made both alcoholic and nonalcoholic. Spend the first 15 minutes of the Zoom call showing everyone how to make a fun drink and spending 5 to 10 minutes in breakout rooms with a topic question. Switch rooms. Repeat.	This event lets members of your chapter who might not normally interact in a fun way.
Social	Home Scavenger Hunt	Using GoToMeeting or Zoom host a home scavenger hunt. Have 10-15 items for attendees to find. For example, coffee mug, calculator, specific text book, etc. Could invite chapter advisor and other faculty to participate.	Two chapter members lead the scavenger hunt and call out one item. Attendees have 45-60 seconds to find the items and show on camera. Track points and the highest point earner get a prize.
Social	Zoom Roulette	Random pairing break out rooms so the class can meet more people.	Could provide topics for different discussion rooms to keep conversation flowing.
Social	Scattegories	Play Scattegories virtually using https://swellgarfo.com/scattergories	
Social	Pictionary	Play Pictionary virtually using https://whiteboardfox.com/ . Have one or two people select the items to draw.	If large group and have Zoom, break larger group into smaller groups. Need to have leader in each group to provide items to

		Split the group into teams and privately message drawer with item to draw.	draw and monitor game.
Social	Virtual Happy Hour	Give everyone a happy hour kit/welcome to school kit and plan a Zoom event.	
Social	Talent Show	Use a signup sheet for members to register before. Could ask faculty and administration to participate or help evaluate. Could use Zoom or ask participants to record talent.	The recordings could be put together in one longer video or highlighted individually on the chapter social media. Could have a panel evaluate and award prizes for top point earners.
Social	Virtual Painting Night	Let members know the supplies needed ahead of time or provide supplies.	
Wellness	Virtual Physical Wellness	Virtual 5Ks, yoga session, exercise sessions	Could be done virtually or socially distant.
Wellness	Wellness Wednesday Webinars	Highlight ASDA's five pillars of wellness: https://www.asdanet.org/index/dental-student-resources/health-and-wellness/five-dimensions-of-wellness .	
Wellness	Virtual 5K	Host a virtual 5k run and invite all students, faculty, and staff, as well as students from other health programs on campus. Can be used as a fundraiser, a charity donation, or both.	Students who complete the 5K can be entered into a raffle and/or award medals and/or have t-shirts.

Wellness	Morning Yoga Sessions / Mindful Monday Yoga	Local yoga studio hosted class with poses/stretchches in areas targeted towards dental students. Or, member with yoga training provides class.	
Wellness	Goodie Bags	Deliver/pickup bags full of self-care goodies (fabric face mask, metal straw, sticky notes, etc.) to first years at a Starbucks parking lot.	Keep in mind social distancing guidelines of your area.
Wellness	Cooking Night	Let members know the food needed ahead of time. Have the cooking demo live while other members cook at the same time.	Could use Zoom breakout rooms to divide into smaller groups to have dinner together.