



Virtual and Hybrid Event Planning

At PennWest, we are committed to creating inclusive, accessible, and engaging experiences for all members of our community, whether they participate virtually, in person, or a combination of both.

What Do We Mean by Virtual and Hybrid?

Virtual: Events are held entirely online using platforms such as Zoom, Microsoft Teams, or D2L.

Hybrid: Events that combine in-person and virtual participation. This format is used for classes, meetings, events, and student services.

Planning a Virtual or Hybrid Event? Start Here:

Know Your Audience

Understanding who you are planning for will help shape your event's format and delivery.

- **Internal (Students, Faculty, Staff):** Familiar with PennWest systems and tools. Informal and flexible formats are usually effective.
- **External (Alumni, Community Members, Partners):** Expect a more professional presentation. Provide clear instructions for accessing platforms and engaging with the event.

Choose the Right Format

Select a format based on your goals and audience needs:

Format	Best For	Key Features
Webinar	Large audiences, external guests	One-way presentation with Q&A
Meeting	Small to mid-size interactive sessions	Open video/audio, active chat, breakout rooms
Hybrid	Mix of in-person and virtual attendees	Defined roles, tech support required

Tips for Choosing a Format:

- Use **webinars** for lectures, keynotes, and formal presentations.
- Use **meetings** for collaborative sessions like workshops or team discussions.
- For **hybrid events**, plan for equitable access and engagement for both in-person and virtual attendees.

Requesting a Zoom Webinar at PennWest

All PennWest departments can reserve the university's Zoom Webinar account by submitting a request form [here](#). Additional questions? [E-mail](#) the Teaching and Learning Center.

Not sure whether to use a **Zoom Meeting** or **Zoom Webinar**? Here's a quick comparison:

	Zoom Meeting	Zoom Webinar
Description	Ideal for interactive sessions with audience participation and breakout rooms.	Designed like a virtual lecture hall—best for larger, more formal events. Attendees typically do not interact with one another.
Best For	Team meetings, trainings, workshops	Town halls, public lectures, major announcements
Audience Size	Up to 300 participants	Over 300 participants.
Common Users	Faculty, staff, training teams	Event organizers, leadership, guest presenters

Livestreaming Your Event

Want to reach a broader audience? Livestreaming is a great option for presentations and events. PennWest partners with third-party vendors to offer professional live streaming services, which include:

- High-definition recording
- Downloadable video links
- YouTube embedding
- Shareable access for post-event viewing

Cost: Prices typically range from \$1800-\$6000 covering set-up, staffing, and video editing. We recommend requesting a custom quote based on your specific event needs. For a list of current approved vendors contact communications@pennwest.edu. Currently, PennWest Conference and Events does not offer in-house live streaming services.