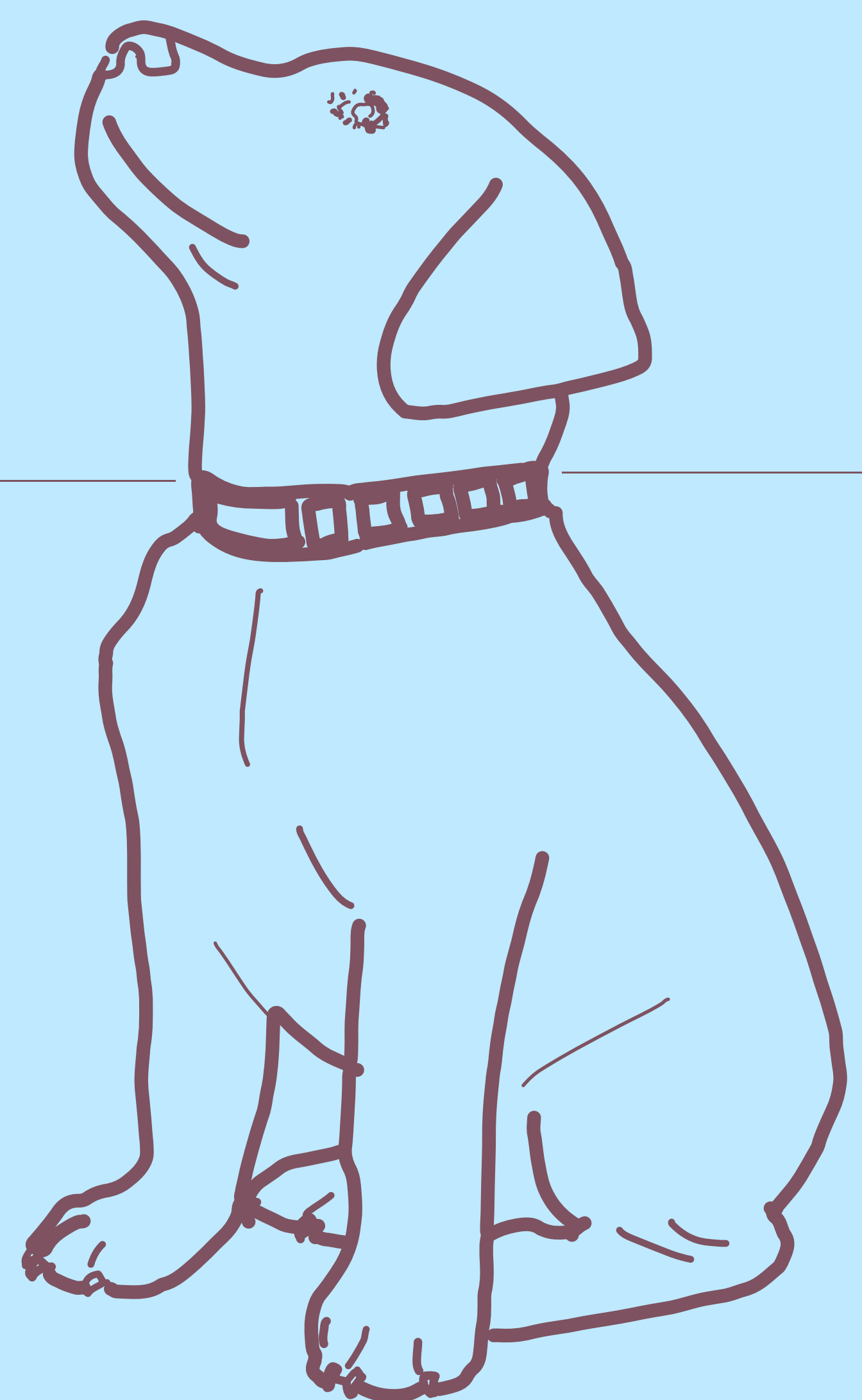


*Back to
normal? Is this
the end of
virtual tech
events?*

*A Twitter Spaces panel
Curated by @ecspike*



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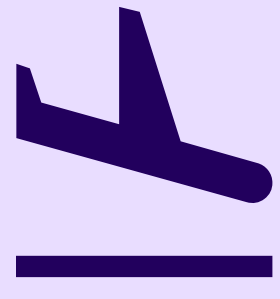


AB they/them
@MxABWalker
Connecting the #HumansofDevOps with my
team at @DevOpsInst

Virtual Events Are Dead, Long Live Virtual Events

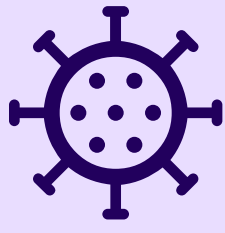


Wrote a post *Virtual Events Are Dead, Long Live Virtual Events*
<https://aparker.io/posts/the-death-of-virtual-events/> .



from conference in the UK in April 2020

Notified by organizers that someone had



COVID fear led to a moment where people saw the potential to do things differently.

Organized Deserted Island DevOps, a conference “inside” Animal Crossing.

Is starting to notice burnout around virtual events.

Doesn't enjoy them, doesn't like speaking at them, feels he doesn't grow and develop from them due to lack of audience interaction, unsure of benefits for sponsor orgs for lead generation.

How do we make virtual events where attendees actually want to block off time in their calendar and feel like they are getting a good experience?



The pandemic furthers the lie that are a veritable filter function for quality. There are multiple intersectional decisions and priorities, accepted or rejected talk is not black/white that it was a good or bad talk.

The way we have done virtual events is very tilted to the needs of sponsors more than speakers and attendees

There are good things about the concept: Accessibility [attendees who couldn't come otherwise] and availability [of content].

How do we make speakers feel like they are able to connect and improve their craft, learn, and network with speakers?

If we are spending all this time pre-recording talks, why do we need the conf? Just put it on Youtube and buy ads.

Why are we going to conferences? If it's just for the hallway track, then why aren't we optimizing for that versus all these other things?

Upsides of / Best Virtual Events



Favorite virtual event was a concert. The band streamed a small acoustic set from a theater and fans were invited to watch virtual and be in chat.



So much is possible, organized a meetup with speakers from Norway, Taiwan, and the UK...would be much harder to do in person, was able to put it together virtually in weeks



.Best experiences have been centered around the enablement of the audience. A lot of the time this is self-organized.

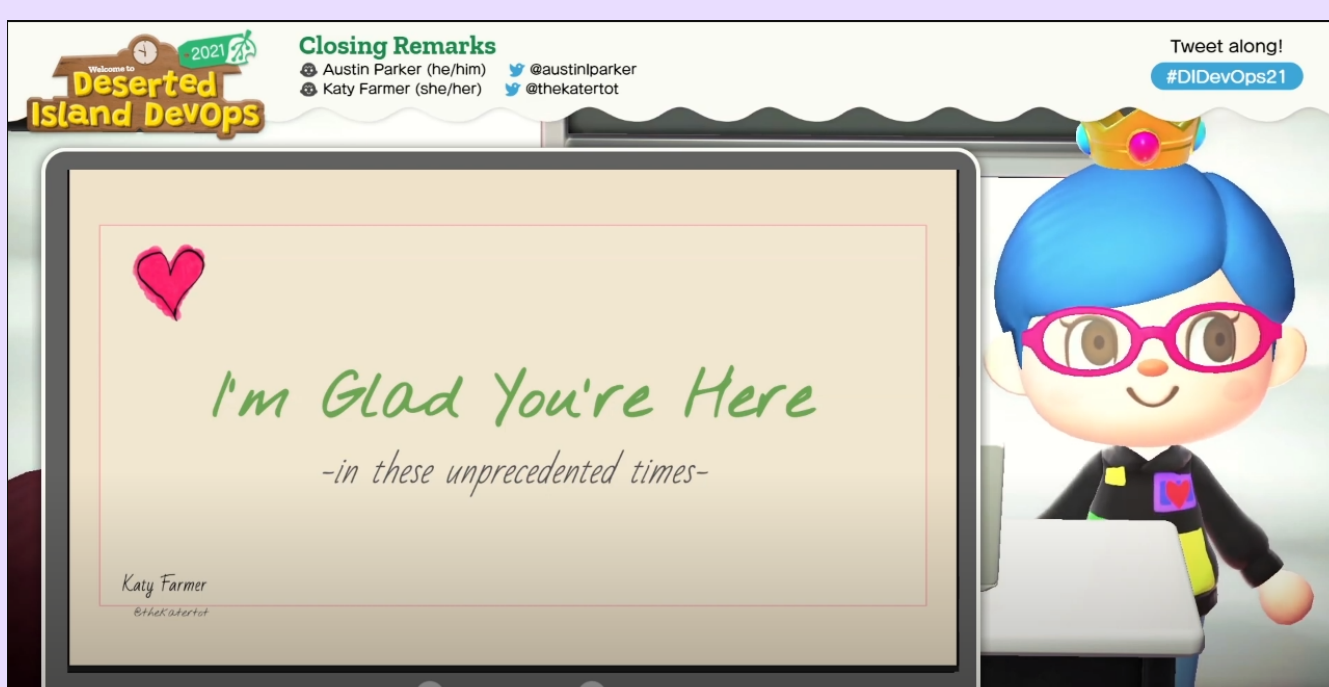
Empower and franchise the immunocompromised or immunocompromised supporting attendees that can't attend in person



For some doing a live talk is terrifying but doing a video is less stressful.



Deserted Island [DevOps] had a Zoom room that speakers could be in (but not required), many stayed and watched...those rifty moments happened.



About Deserted Island DevOps @DIDevOps

Deserted Island DevOps(desertedisland.club) for attendees occurs totally within Animal Crossing New Horizons.



New in 2022 is co-locating the speakers in the same room whilst keeping the attendee experience the same.

Downsides of / Worst Virtual Events



VM World 2020 - Felt disorganized. Speakers didn't have all the information to be successful and create materials



"Spoke" at a virtual event where she didn't get a complementary ticket and only realized the video had been broadcast because of an uptick in Twitter followers.



Tech conferences remind me of college lectures

"Staring at a screen, listening to someone telling me about things.



Virtual cons that have you come into the green room, give your talk and bounce[you are kicked out].



Lack of engagement, folks didn't ask questions



QCon tried to duplicate the offline experience with virtual booths. Wasn't well attended and didn't have any conversations of depth beyond folks doing it to check off a list for virtual swag.



Work as imagined vs Work as done: [Folks who believe] "pre-recorded takes away my agency to riff on something from another talk."

Opportunities for Better Virtual Events



If you create what can feel like television, you will get people to stick around. Pre-recording can be a lot of fun, you just have to be imaginative.



[Make it] appointment viewing, it's not designed to be something you can do between calls or work meetings.



Emoji reactions made him feel more connected to the audience and made a difference.

Fun experiences have been when the organizers played with format versus a direct translation [of the offline model].



Maybe it's not hybrid but instead co-located virtual and in-person [to allow optimization of choices tailored to both].



*Entertaining and engaging **FIRST** and then how can we also get in the educational benefit, [once those are determined] we can start to optimize around how people actually network and connect.*



*We need to be thinking about enabling the audience. Maybe a **flipped classroom** experience...could we share some of the videos ahead of time and use the conference as the water cooler space.*

The Flipped Classroom: Pros and Cons

Flipped classrooms use classroom time to reinforce learning that occurred outside class on the student's own time.

How it works:

1. First exposure to content is before class. Can be a textbook reading or videos.
2. Students are provided an incentive to prepare for class.
3. Instructors create a way to assess students' understanding.
4. Instructors structure in-class activities to enhance cognition.

Pros:

- Assured of a baseline familiarity with content
- Classroom conversation can go deeper and reinforce learning

Cons:

- Shifts a lot of instruction time to home time
- Fails if every instructor does it
- Depends on having quality internet access at home (concern in rural/low income areas)

The Efficacy of the Flipped Classroom Technique
arxiv.org/abs/2010.11393

Being a professional worker doesn't negate all of the cons:

- Confs are seen incorrectly as "fun off day from work" and often have to be negotiated with more work beforehand
- Requiring pre-conference time is a tough ask
- The mix of people who reviewed the content before the conf and those who didn't would make scoping the content harder on the day
- As with secondary education, one needs a compelling reason to do it