

# Organizing a Great Event

Sept 26 - Oct 4, 2020



[driveelectricweek.com](http://driveelectricweek.com)



PRESENTED BY:



# Celebrating Juneteenth

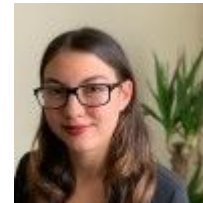
We'd like to recognize the significance of today, June 19, as a sacred day of freedom for Black communities. Juneteenth honors the day in 1865 on which, more than two and a half years after the Emancipation Proclamation was issued, Union soldiers landed in Galveston, Texas, and announced the news of the proclamation to enslaved African Americans. Juneteenth has spread from Texas to other states, and is celebrated as a culturally important day for education, connection and action. Juneteenth takes on even more significance in this moment in 2020, with the Global Uprising for Black Lives. To learn more, please see this article ["What Every American Should Know About Juneteenth Freedom Day"](#).



# Organizing a 2020 Electric Vehicle Event: In-Person or Virtual



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# Guest Speaker and Sponsor Thank You



Jukka Kukkonen  
Chief EV Educator  
Shift2Electric  
MN EV Owners

[www.Shift2Electric.com](http://www.Shift2Electric.com)

## Platinum Level Sponsor



Nissan LEAF®

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## Silver Level Sponsor



# What is National Drive Electric Week?

A national campaign of EV events organized by individuals and organizations across the US and internationally. Plug In America, Sierra Club, and the Electric Auto Association serve as the national team providing support to events.

- Support provided at no cost:
  - Printed EV educational materials, online event page, press contacts, a banner, and many online resources.



# Organizing Safe In-Person Events

- Meet requirements of local health authorities
- Independently consider an EV showcase and a Ride and Drive
- Plan for a virtual event in advance, in addition to an in-person event
- Consider the safety of both event staff and participants



Photo Credit: Wrensey Gill, Vice President Evolve KY

# Online Events - Best Practices

## Ideas

- Virtual EV test drive
- Under the Hood
- Connect people to EV trained dealerships

## Timing, transitions and mini-breaks

- Invite people to stretch for 2 minutes
- Do something interactive or tell a story
- Mid-week best for online events

## Tools

- Virtual conference platforms (Zoom, etc.)
- Gridview Google Meet extension



Photo Credit: Xcel Energy

# Online Events - Mistakes to Avoid

## Keep it short and entertaining

- Do a test run for a friend to identify parts that feel slow or boring
- Keep each segment about 10 minutes long, and definitely no longer than 20 minutes

## Use pre-recorded videos wisely

- Use only if it's more effective than a live presentation of the material
  - Is it funny?
  - Is it well-produced or explained?
  - Does it flow with your presentation visually?

## Save the call to action for the end





# Online Events - Mistakes to Avoid



## **Choose the right platform**

- Start by making a checklist of features you need

## **Audio quality is important**

- Live music performances or virtual test drives may need audio improvements

## **Test runs are crucial. They allow you to:**

- Test transitions between slide decks and other elements such as speakers and polls
- Identify awkward transitions and parts that start to feel too long
- End on the right tone

# Online Events - Sponsor Benefits

- Value can come from direct engagement with their target audience or via branding opportunities
- **Ideas for virtual sponsor benefits**
  - Pre-recorded sponsor message
  - Pop-ups/polls asking attendees if they want to learn more about sponsor's product or service
  - Include sponsor logo on welcome slide
  - Event networking app that enables more direct interaction between attendees and sponsors



# Online Events - Best Practices

[View an example of a virtual test drive.](#)



# Online Events - Best Practices

- Show the EV make/model
- Explain EV charging and show an example



# Online Events - Best Practices

- Driver can talk about various EV topics while driving, such as how the vehicle performs in cold weather
- Find creative ways to convey the driving experience virtually



# Guest Speaker: Online EV Owners panel

## Setup:

- Moderator and 3-5 panelists
- Ideally everyone has a different EV (BEV or PHEV)
- Ideally people are in garage by their cars



Photo Credit: Jukka Kukkonen, Shift2Electric

## Agenda:

- **Moderator opens up with general info about:**
  - EV benefits
  - EV models
  - Charging 101 (5-10 minutes)
- **Panelists share:**
  - Why and how they got an EV
  - How they use their EV
  - How they charge their EV
  - What they like most about their EV
- **15-20 minutes for Q&A**

# Guest Speaker: Other online event tips:

## Technical suggestions:

- Learn how to run the technology or better yet have someone else run it for you or have a co-host
- Don't move the camera, Do show and tell from one place
- Use good enough camera and cordless headset  
Examples: Logitech C922 (under \$100) and Logitech H800 (under \$100)
- Use HD video quality if possible

## Zoom settings:

- Require registration
- Only hosts can share
- Disable annotations
- Mute everyone automatically

## Breakout rooms:

- Small group introductions
- Small group discussion sessions

## Polls:

Make sure that questions add value and are closely related to the topic.



Photo Credit: Jukka Kukkonen, Shift2Electric

# New Opportunity

Virtual events allow us to reach a much broader audience with new approaches and new capabilities.

Electric Auto Association has a business Zoom account with Webinar capability that is available to our chapters.

Breakout rooms, screen sharing, whiteboard, polling, recording & more. Have a meeting with up to 300 participants or stream your event to FB or YouTube with virtually unlimited attendees.



# Resources - Presentation

- EAA has PowerPoint presentations available on a variety of topics - Our Family's Health At Risk?, Buying A New or Used EV, EVs and the Environment.....
- Clean air and EVs - info at lung.org American Lung Association
- Incentives, EV Friendly dealers, charging - info at PlugStar.com

**Check Resources at ElectricAuto.org**

Contact: [DriveElectric92007@gmail.com](mailto:DriveElectric92007@gmail.com)

# Resources - Videos and more

Many organizations have videos

Keep the videos short and entertaining

- Electrify America - Normal Now - [normalnow.com](https://normalnow.com)
- Music videos - start your virtual event with some music
- YouTube videos
- Virtual test drive videos will be especially important this year - capture the excitement of driving electric

# Resources - Outreach

## Reach out to non-EV owners

- Climate groups
- Eco clubs
- Work places
- Facebook posts/IG/Twitter
- Community organizations, farmer's markets, colleges, universities.



[ElectricAuto.org](https://www.ElectricAuto.org)

# Resources - Sierra Club

Visit [www.sierraclub.org/electric-vehicles](http://www.sierraclub.org/electric-vehicles)

- Advocacy for policies that make EVs more accessible
- Push for the utility sector to invest in EV programs
- Outreach to expose the public to the benefits of EVs
- Campaigning for transit agencies and school districts to invest in electric buses



Photo Credit: Joshua Houdek

# Other Helpful Links

1. [DriveElectricWeek.org online event resources](#)
2. [Used EV Buyer's Guide](#)
3. [VW settlement funds](#) status
4. [EVs: Cleaner Cars from Cradle to Grave \(2015\)](#)
5. [U.S. DOE egallon price](#) for EV fuel

# Q&A

How can the NDEW team help you with online events?

## Email Us

- [kmorgan@pluginamerica.org](mailto:kmorgan@pluginamerica.org)
- [DriveElectric92007@gmail.com](mailto:DriveElectric92007@gmail.com)



# Next Steps

## Next Steps

- Host a virtual event
- Coming soon - marketing your online event
- Connect with EAA chapters / environmental groups

Instagram

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