

Ontario Universities' Information Sessions Virtual Events: Best Practices

Last updated by the Ontario Universities' Information Sessions Working Group (OUIS-WG) – May 2025

Best Practices from Previous Years

- Plan to wrap up each session a few minutes early to facilitate movement between sessions.
- Consider previous years' event attendance when planning for staffing.
- If staffing allows, consider alternating presenters.
- Consider whether or how you will need to incorporate a notice of use into your presentation space.
- Look for opportunities to make your space accessible and inclusive, such as:
 - using AI-generated closed captions on Zoom,
 - posting an agenda and
 - using inclusive language.

Refer to this helpful resource: [The Commons Social Change Library](#).

- Download and contact your leads within 1 week of each event.
- Reminder: We will have a post-event debrief.

Best Practices From Survey Feedback

- If you have a waiting room, ensure that you are letting guests in throughout the session (not just at the beginning).
- Consider what your calls to action and next steps are and make them clear to your audience (e.g., closing slide with direction to additional resources).
- Have a message and alternative contact information prepared, in case you are unable to get through all the questions submitted by attendees.
- Previous event attendees have indicated that they appreciate seeing what questions other attendees are asking.