



SAPIENZA
UNIVERSITÀ DI ROMA

Online Events: What We Should Keep When the Emergency Is Over

Alessandra Barberis & Daniela Vingiani

UNICA PR & COMMS
8 October 2020

**What we knew
before the emergency
about in-presence events**



Different events, different publics

Academic year inauguration

Teaching and administrative staff, representatives of other universities, institutional representatives, media

Open days

Perspective students, families, media

Lecture

Professors, students

Congress/workshop/exhibition

Teaching and/or administrative staff, students, outside guests

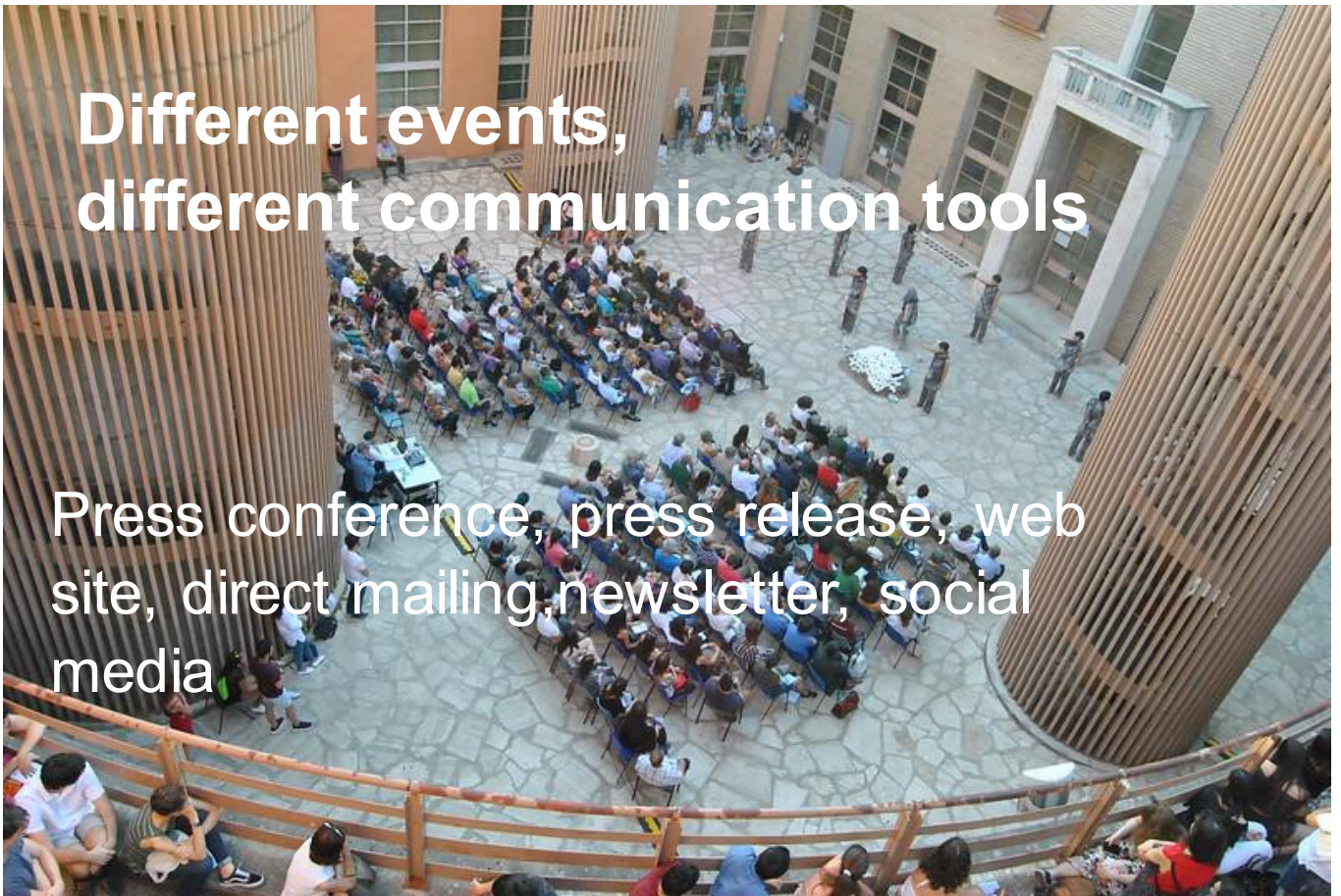


Each event needs its appropriate place:
better a small classroom full
that an empty lecture hall

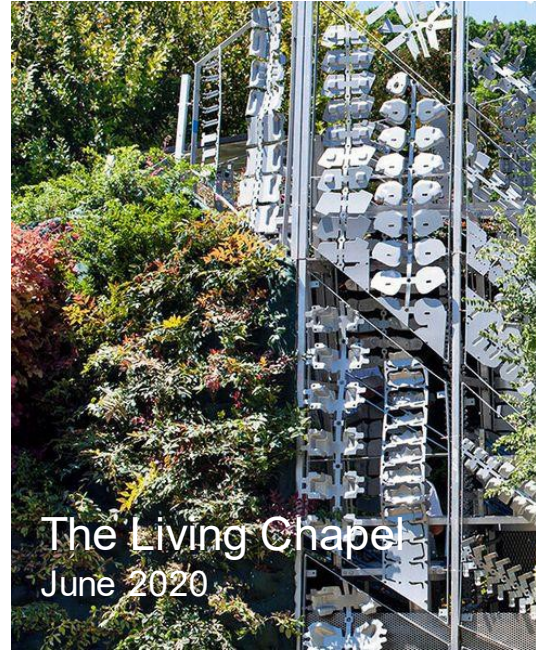
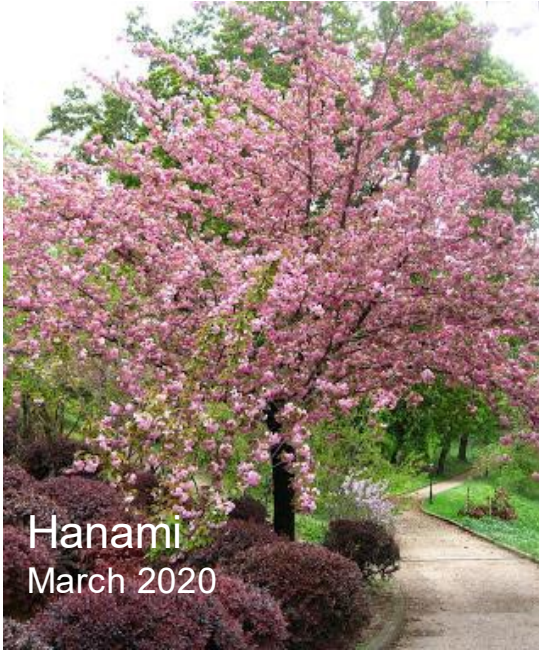


Different events, different communication tools


Press conference, press release, web site, direct mailing, newsletter, social media



How the emergency forced events: the Botanical Garden goes digital



Online events vs traditional events

- Livestreaming is not necessarily the best option. Sometimes it is better a well shaped recorded content than a boring live with mistakes.
 - The duration should be much shorter than a traditional event (this is true for every kind of online content, lectures included)
 - Concentrate similar contents in a single day event
- 

Lessons learned

Case study 1: Open days digital edition

Porte Aperte alla Sapienza (Sapienza Open Days) is an yearly **three days orientation event**, which welcomes about 10,000 new students in the main campus.

Students have the chance to attend conferences to learn about our courses and programmes in details, get our pamphlets and enroll for the admission.

The 2020 edition was a digital one, the conferences were live streamed, and the stands virtualized.

Weaknesses:

- Low visualization rates for the live-streaming (a different format/duration should have been used)
- More public in the first day (students stayed home, so no sense in offering different contents on different days)

Strengths:

- Disseminating the live-streaming through Facebook - our most followed social media platform (not You Tube only)
- Publishing the conferences to make them available after the event was over
<https://www.uniroma1.it/en/pagina/open-days-2020-orientation-events>



Foto: D. Di Stefano - Contrasto / Contrasto, A. Di Stefano - Contrasto / Contrasto

#IoScelgoSapienza

Porte aperte alla Sapienza

Giornate di orientamento **DIGITAL EDITION 2020**



Stand informativi
con tutor online
docenti, studenti e amministrativi

Presentazioni in diretta
dei corsi di laurea
14-15-16 luglio

Visite virtuali in tutti
i principali edifici

Lezioni tipo
per tutte le facoltà

Video su attività didattiche
e non solo
sport, musei, musica, teatro



SAPIENZA
UNIVERSITÀ DI ROMA



Calendari e aggiornamenti
su uniroma1.it/iscrizioni

Contattaci
per informazioni e supporto
servizio.orientamento@uniroma1.it
cio@uniroma1.it

Servizio per gli studenti
con disabilità e con Dsa
sport@disabili@uniroma1.it
counseling@uniroma1.it

Lessons learned

Case study 2: Forum PA Digital Edition – Restart the Country

- One-hour online talk
- Selected current topics
- Alternate presentation and video contents
- Alternate live and pre-recorded contents
- Online contents available after the live event



274 Participants

Thank you for your attention!

