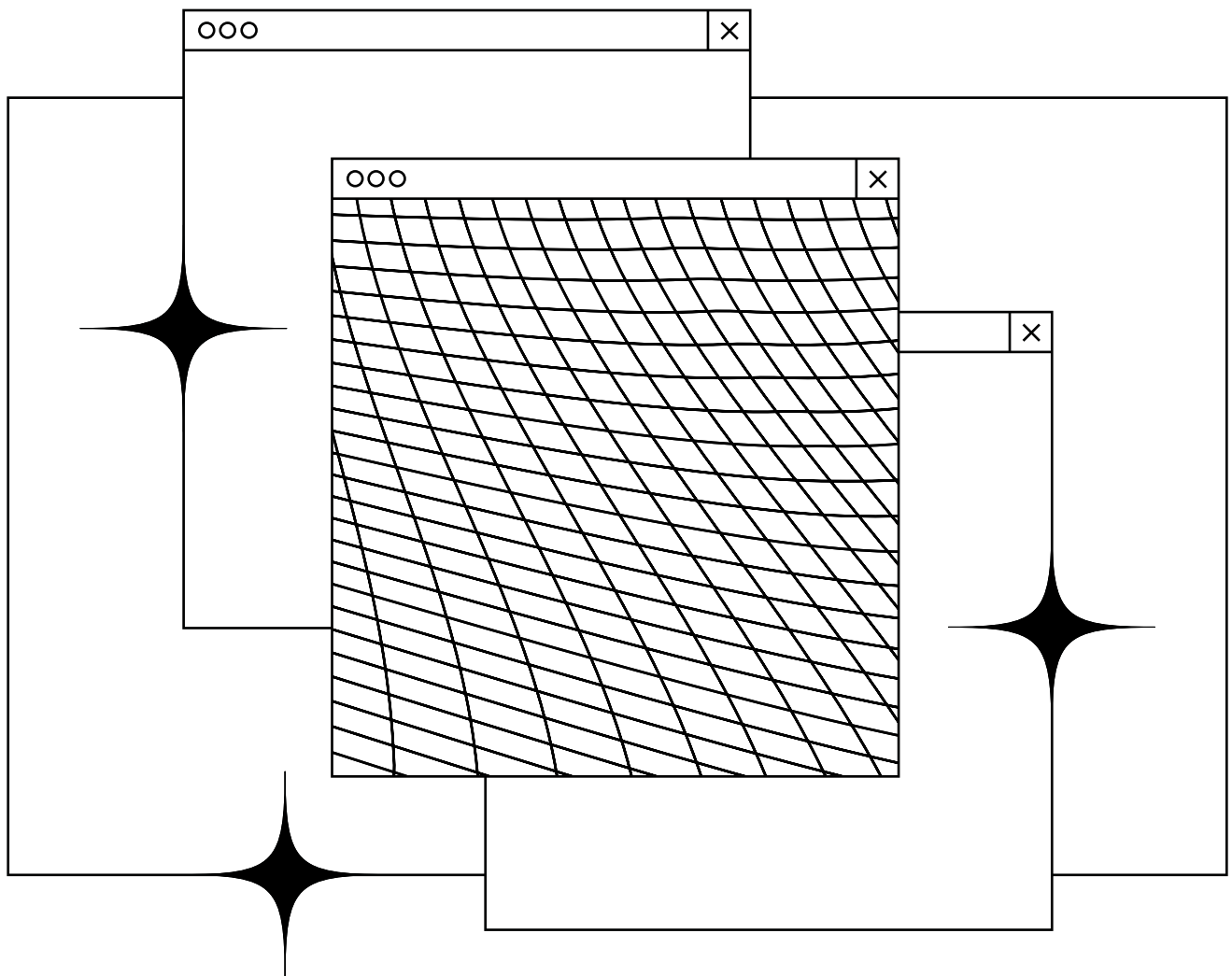


Summit Kit



Summit Kit

Introduction

Our work modes may have changed dramatically with Virtual First, but our commitment to human connection hasn't. That's why we're providing this kit for team building, Virtual First-style. Teams can employ these online virtual event best practices to foster connection, collaboration, and community between their colleagues no matter where they happen to be in the world.

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Planning

Planning:

The Six Ws

Let's get started by answering these six important questions:

Why

Make sure you and everyone else are clear on the purpose of the gathering.

Who

This summit kit works best for teams with anywhere from 5 to 15 team members.

Where

This off-site can now be called an "all-site" thanks to the magic of technology. Host it on your team's favorite video conferencing platform.

What

Find your purpose. Is your summit focused on kicking off a relationship with a new team, developing group dynamics with an existing team, learning from experts related to your project, inspiring creativity? Start with the core takeaway you want for your attendees and build from there.

When

Team summits are most successful when hosted morning to early afternoon on Tuesdays, Wednesdays, or Thursdays during [Core Collaboration Hours](#). Make sure to consider the time zones of your teammates who may be dialing in from other regions.

Wow

Every meaningful get-together needs moments of surprise and delight. Plan for joy.

Planning:

Virtual Event Tips & Tricks

Virtual and IRL events are entirely different beasts. Here are some best practices to make the most of online events:

Start by cutting the agenda in half. Zoom fatigue is real.

Survey team members in advance to find out what content would be most valuable.

Create a fun beginning with an icebreaker or special guest.

Build in long and frequent breaks. Get people moving with 30 second dance parties.

Use breakout rooms to build intimacy with small group discussions.

Make time for online fun and socializing.

Trim sessions. Somewhere between 15-45 min is ideal.

Simplify the main message. Consider giving your summit a theme.

Start heavy when the team is fresh, and follow with a long break.

Keep people engaged by introducing something interactive like polls every 5 minutes.

Wrap up with your key message and takeaways.

Planning:

Roles & Responsibilities

Virtual events run most smoothly when all the roles and responsibilities are clearly spelled out and distributed:

Speaker Wrangler

Responsible for speaker outreach, scheduling and briefing

Inclusivity Committee

A team of two to three representing diverse points of view, tuned in to how the Dropbox DEI principles are incorporated into your event. Some pointers for reference [here](#).

Hype Committee

Responsible for overall event planning and communications

Emcee and DJ

The host for your summit, responsible for welcoming, directing the flow of events, and creating playlists!

Zoom Jockey

Your tech operator who develops a run of show (if needed), and manages speaker tech outreach, screensharing/chat functionality, and general audio and video quality

Fun Runner

Leads the summit activities - icebreakers, team-building exercises and reflection moments.

Time Keeper

A light-weight but totally necessary role during the event, responsible for using side-channels (Slack or Chat) to keep everyone on schedule.

Programming

Programming:

Approach to Content

When it comes to virtual content, go for variety.

Keep it short, sweet, and super interesting.

Purpose of Content	Types of Content	Description
Inspiration	<ul style="list-style-type: none">• Presentations• Guest Speakers	Guest speakers or team members give talks or make presentations.
Discussion	<ul style="list-style-type: none">• Q&As• Guided Conversation	Facilitator/host moderates a Q&A or guided conversation with guest speaker and team.
Action	<ul style="list-style-type: none">• Workshops• Activities• Exercises	This is where the interaction comes in. Pepper these moments throughout to break things up and encourage engagement.
Celebration	<ul style="list-style-type: none">• Play• Surprises	This could be cooking, drink making, dancing, icebreakers, and using something from the IRL kit.
Support	<ul style="list-style-type: none">• Tools• Resources	Follow-up after the event with tangible takeaways.

Programming:

Approach to Schedule

Virtual experiences of all kinds are demanding on peoples' attention-spans. With smart scheduling and facilitation of focused interaction and self-care, groups can maintain maximum engagement.

Consider these tips for keeping your team engaged:

-
- Consider the time zones for all your team members and make sure your timing works for everyone. Be sure to host your event during Core Collaboration Hours.

-
- Minimize distractions by asking team members to turn off notifications.

-
- Keep talks and presentations short and sweet. It's hard to sit back and listen for long stretches virtually. Keep talks under 20 minutes max.

-
- Every few minutes or so, make something exciting and interactive happen, like a poll or something delightful that reinforces engagement.

-
- Follow up talks with Q&A to make sure your team is engaged and getting what they want out of a speaker or workshop.

-
- The event shouldn't last more than 4 hours, max.

-
- Be sure to have a fun opening and a fun closing, and some more fun in between.

-
- Refer to [Virtual First time management best practices](#) for more best practices!

Programming:

Approach to Speakers & Experts

Explore a range of experts and guest speakers that relate to your goals and takeaways, who will inspire and engage your team members.

Experts

- On your project, product or service
- About the company
- About the industry
- In an area of need for your team process (design, IT, rapid ideation, etc.)
- In an area of need for social change (sustainability, DEI, empowerment, community service, etc.)

Wellness Instructors

- Yoga
- Dance
- Meditation & Mindfulness
- Stretching & Breathwork
- Fitness
- Refer to the [Stay Well](#) section of the Virtual First toolkit for more tips!

Entertainment

- Mixologist
- Magician
- DJ or Musician
- Artist (painter, sculptor, balloons - supplies could be in the IRL Summit Kit)

Facilitators

- DEI Consultant
- Community Leaders
- Group Dynamics Moderator
- Sustainability Consultant

Programming:

Approach to Virtual Event Tech

Make sure you've got the right set-up. Here are a few pointers:

Wear headphones

Consider using headphones. This will help avoid echo and feedback on the call, especially if you're on a panel.

Webcam setup

Make sure your webcam is at eye level. This will ensure you're looking directly at the audience. You may need to stack some books or adjust your computer.

Protect the Bandwidth

Let your housemates know you'll be on a call in advance. It's best to avoid having others streaming, on video calls, etc. as it can slow down the Internet.

Quiet place

Joining in from a quiet space is best, with no background noise.

Water

Have some water handy, in case you get thirsty, need a moment to take a pause, etc.

Wired Connection

Used a wired connection whenever possible. It's more reliable than a Wi-Fi connection.

Charge your device

Do you have an outlet near your computer? If not, you might need to grab a power extension outlet to help ensure your laptop is plugged in and charged up!

Lighting

If you can, have a light source in front of you. Avoid light coming from behind you or you may look washed out.

Silence notifications

Emails, phones ringing, Slack notifications, Calendar - make sure you have nothing to distract your audience.

Content

Content:

Design

Establish a consistent identity across all your digital tools and touch points. This is optional and can scale with the size of your summit.

Identity

- Team Summit Logo
- Promotional Assets (Email template, Social templates)
- Themed virtual backgrounds for all speakers and presentations

Summit Kit

- Branded materials that you can send by mail (stickers, pencils, notepads, etc.)

Wrap Content

- Video Recordings of all sessions
- Recap Emails

Content:

Pre-Summit Comms

Choose a Channel

Create a dedicated communication channel (like Slack or email) to use with attendees in advance of the summit to build excitement and after the summit to stay in touch and provide support.

Research Survey

Engage team members upfront with a pre-summit survey to inform programming and ensure it is exciting, fun, valuable, and participatory.

Sample questions:

- What and who inspires you? (Keynote & Speakers)
- What do you want to share/learn? (Workshops, Tutorials, Discussions)
- What do you need to work together better? (Tools & Resources)

Summit Kit

Send a physical care package of interactive goodies to use throughout the summit. This helps bridge the tangible and intangible culture building moments.

- Branded materials (stickers, pencils, notepads, etc.)
- Materials for workshops and exercises (small plant or candle for meditation; pillow or towel for movement)
- Surprise & delight prompts and exercises

Share the Agenda

Letting people know about your plans for the event—including the line up of speakers, workshops or exercises—can help them visualize the benefits so they will prioritize their attendance.

Team Member Spotlights

Send out email Spotlights on team members to build excitement about them. Some ideas for team member-generated content:

- A day-in-the-life video
- What I do when I'm not working
- Q&A with two team members

Content:

Post-Summit Comms

Create moments of reflection after the event and continue the conversation to support each others' work and goals.

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- Keep the Slack channel open
 - Share a wrap-up email with photos, gifs, or clips from the event that were memorable
 - Share links to recorded sessions
 - Send out a post-event survey and develop long-tail programming (if desired) based on feedback
 - A monthly email
 - Super short (i.e. one-hour) discussions, workshops & exercises
 - Pre-recorded follow-up videos with team members

Activities

Here are some activities that will keep your summit fun and engaging. There's probably only time for one activity per worksheet in a half-day summit. Pick one icebreaker for the beginning; weave a team building exercise somewhere in the middle; and wrap things up at the end with a reflection game. And at the very end, consider a super quick dance party.

Activities:

Worksheet: Icebreakers

Where Are We?

**Time: 20 min in advance of summit;
5 min share as an icebreaker**

In a Virtual First world, most teams will likely be geographically all over the map. This activity is a fun way to find common ground between them. The offsite host and team leader should find out the locations of all attendees from the survey. Then, average out the coordinates of everyone's current location (latitude + longitude), to determine the geographical "center of mass" of the group. Unveil your offsite's "location" to the group during the introductions.

- Set up a Google Spreadsheet [like this one](#). (You need to have automatically-averaging formula for latitude and longitude.)
- Enter everyone's name and location.
- Go to [latlong.net](#) and look up everyone's latitude and longitude.
- Once you have the averages, facilitator does a reverse-lookup by going [here](#) and enters the averages, to see the place name.
- Take a moment to check the time in this location. This is also the average between your timezones for Core Collaboration hours!
- Facilitator enters the resulting place name into the spreadsheet and looks up something about "your location" that's kinda special.

Last Photo

**Time: 5-15 min;
1 min per person**

This is basically a modernized version of show and tell. Team members take turns showing and sharing a story or anecdote about the last (that isn't curated or edited) photo on their phone. No cheating! Last photos only, not second-to-last photos (unless they are somehow compromising or NSFW).

Activities:

Worksheet: Team Building

Rapid Fire Connections (30 min)

A great way to quickly build intimacy and community by giving pairs of people something unique to bond over.

- **Round 1:**
Create random breakout rooms with 2 people in each. Give them 2 minutes with the following task: tell each other about where you are from; then together create a “secret handshake” (set of air gestures over Zoom) somehow inspired by that information.
- **Round 2:**
Recreate random breakout rooms with new pairs. Give them 2 minutes with the following task: tell each other about one recent failure (big or small); then together create a life motto, inspired by that information.
- **Round 3:**
Recreate random breakout rooms with new pairs. Give them 2 minutes with the following task: tell each other about one recent success (big or small); then together create a touchdown dance, inspired by that information.

Creative Bursts (30 min)

Each team member picks one activity and works on it for 5-15 minutes. (Facilitator sets a timer.) When time is up, everyone shares back their creations with the team:

- Brainstorm gross things. Then turn one into a beautiful product.
- Draw a team mascot or use materials around you to make one.
- Make up a story about office supplies.
- Go outside and take some photos. Print them; make a collage.

Activities:

Worksheet: Reflections

One-Word-at-a-Time Proverb/Key Takeaway

Time: 5-10 min

This is a classic improv game that survives the transition to Zoom very well. It's typically used to create an absurd proverb. You can use it to create the biggest headline or takeaway from the day.

- Pre-assign the order in which people will speak (typing out everyone's names in order in the chat works well).
- The first person starts by saying the first word of a (non-existent) proverb.
- Continue around the group with each person adding one word (e.g.: He... who... slices... radishes... loudly... must... always... etc.);
- Once the group feels that the natural end of the sentence has been reached, everyone nods and says "yes, yes, yes, yes, yes."
- You can go around the group several times and come up with several proverbs.

Zoom Bingo

Time: 5-10 min

Ask participants a question that can be answered in one word or a short phrase. Each participant writes their response and holds it up to the camera. Anyone whose screen has a row, column, or diagonal with all the same responses wins. Simple questions with only a few possible answers work best, like:

- What was your first pet growing up?
- What did you have to drink first thing this morning?

Here are some questions that could help spark reflection about the event:

- Which part of the day was your favorite (ex: speaker, workshop, meditation)?
- Which team member did you learn the most about today?
- What is your favorite thing in your IRL Summit Box?

Here's what it might look like:



Resources/ Inspiration

Resources/Inspiration:

Here are some amazing resources for virtual summit designing and team building. Enjoy!

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- [Zoom-Friendly Warmups and Icebreakers](#)
 - [Design Kit Travel Pack](#)
 - [15 Tips for Hosting a Virtual Offsite for your Remote Team](#)
 - [What Google learned From its Quest to Build the Perfect Team](#)



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