Viewing Parties for PDW 2025

Organize engaging viewing parties for key sessions during PDW that align with your priorities and areas of focus for learning within your organization.

By following these steps, you can create a seamless process for recruiting volunteers, scheduling viewing parties, and implementing a communication plan to promote the events within the organization.

We would like to thank the Digital Services Branch, Public Services and Procurement Canada for contributing to this document.

Volunteer Recruitment Process:

1. **Define Volunteer Roles:**
   - Identify the specific roles needed, such as Room Coordinators/Moderators, Communications and Tech Support Volunteers.
   - Clearly outline responsibilities for each role.

2. **Draft Volunteer Call-Out Email:**
   - Develop an engaging email highlighting the importance of volunteers and describing the roles available.
   - Specify the skills or qualifications needed for each role.

Email Template for Volunteer Call-Out:

Subject: Calling All Volunteers - Join us for PDW 2025 Viewing Parties!

As we gear up for Professional Development Week (PDW) 2025 from May 6-8 we are excited to invite enthusiastic volunteers to join us in organizing virtual viewing parties! Your support will help enhance the PDW experience for our colleagues across the organization.

Roles and Responsibilities:

- Room Coordinators / Moderators: Take attendance, ensure everyone is registered on the virtual platform, encourage discussions during sessions, ensure a smooth interactive experience.
- Tech Support Volunteers: Assist with technical issues, troubleshooting, and ensuring a seamless virtual environment.
- Snack coordinator: Coordinate purchasing and distribution of snacks, if applicable.
- Communications: Prepare communication strategy and help promote viewing parties on various platforms (email, Teams, intranet site, etc.). During sessions take pictures and post them.

If you are passionate about fostering learning and engagement, please reply to this email indicating your interest and preferred role by **[deadline].**

Thank you for being part of making PDW 2025 a success!

Best regards,

[Your Name]

3. **Send Volunteer Call-Out Email:**
   - Distribute the email to your organization.
   - Include a deadline for volunteers to express their interest.

4. **Collect Volunteer Responses:**
   - Create a central repository (i.e. Excel spreadsheet.) for volunteers to indicate their interest and preferred role.
   - Ensure responses are tracked systematically.

5. **Review and Confirm Volunteers:**
   - Assess volunteer responses and match them to suitable roles.
   - Send confirmation emails to selected volunteers with details about their roles.

Email Template for Volunteer Confirmation:

Subject: Thank You for Volunteering for PDW 2025 Viewing Parties!

Dear [Volunteer's Name],

Thank you for expressing your interest in supporting our virtual viewing parties during Professional Development Week (PDW) 2025! Your dedication to enhancing the PDW experience is truly appreciated.

Role and Schedule:

- Room Coordinator/Tech Support: [Role]
- Date/Time: [Schedule]
- Location:

Please attend the volunteer briefing on [date] at [time] to go over the details and ensure we are well-prepared for PDW.

Your commitment is vital to the success of our virtual viewing parties, and we look forward to working together!

Best regards,
[Your Name]

Scheduling Viewing Parties in Local Boardrooms:

1. **Identify Key Sessions:**
   - Review the PDW schedule and identify sessions that you would like to highlight to your employees.
   - Confirm the date, time, and specific sessions for the viewing parties.

2. **Secure Tech-Equipped Meeting Rooms:**
   - Coordinate the booking of meeting rooms equipped with necessary technology for streaming sessions.
   - Ensure the rooms are spacious enough for a large audience.

3. **Assign Volunteers to Boardrooms:**
   - Allocate 1-2 volunteers per room based on the roles defined.
   - Provide volunteers with clear instructions on their responsibilities.

4. **Create a Schedule:**
   - Develop a comprehensive schedule detailing facilitators, locations, and date/time for each session.
   - Share the schedule with volunteers and relevant stakeholders.

Sample Schedule:

Voisinages / Neighbourhoods	JJ MM AAAA / MM DD YYYY				
	Heure / Time	Heure / Time			Heure / Time
	Conférence 5 – Titre / Conference 5 – Title	Séminaire 13 – Titre / Seminar 13 – Title	Séminaire 14– Titre / Seminar 14 – Title	Séminaire 15 – Titre / Seminar 15 – Title	Conférence 6 – Titre / Conference 6 – Title
Voisinage A / Neighbourhood A **Comms support: [NAME]** **Tech Support: [NAME]**					
Salle A / Room A Capacité / Capacity: 20	Modérateur (trice) / Room host: [NAME]	Modérateur (trice) / Room host: [NAME]			Modérateur (trice) / Room host: [NAME]
Salle B / Room B Capacité / Capacity: 25	Modérateur (trice) / Room host: [NAME]		Modérateur (trice) / Room host: [NAME]		
Salle C / Room C Capacité / Capacity: 20	Modérateur (trice) / Room host: [NAME]			Modérateur (trice) / Room host: [NAME]	
Voisinage B / Neighbourhood B **Comms support: [NAME]** **Tech Support: [NAME]**					
Salle A / Room A Capacité / Capacity: 15	Modérateur (trice) / Room host: [NAME]	Modérateur (trice) / Room host: [NAME]		Modérateur (trice) / Room host: [NAME]	Modérateur (trice) / Room host: [NAME]
Salle B / Room B Capacité / Capacity: 25 – 30	Modérateur (trice) / Room host: [NAME]	Modérateur (trice) / Room host: [NAME]			
Salle C / Room C Capacité / Capacity: 15	Modérateur (trice) / Room host: [NAME]		Modérateur (trice) / Room host: [NAME]		
Salle D / Room D Capacité / Capacity: 15	Espace additionnel au besoin / Additional space if needed				
Voisinage C / Neighbourhood C **Comms support: [NAME]** **Tech Support: [NAME]**					
Salle A / Room A Capacité / Capacity: 25	Modérateur (trice) / Room host: [NAME]	Modérateur (trice) / Room host: [NAME]			Modérateur (trice) / Room host: [NAME]
Salle B / Room B Capacité / Capacity: 25	Modérateur (trice) / Room host: [NAME]		Modérateur (trice) / Room host: [NAME]		
Salle C / Room C Capacité / Capacity: 20	Modérateur (trice) / Room host: [NAME]			Modérateur (trice) / Room host: [NAME]	
Salle D / Room D Capacité / Capacity: 15	Espace additionnel au besoin / Additional space if needed				

5. **Procure Snacks (optional):**
   - Order snacks for each boardroom based on the number of expected participants.

Communication Plan to Promote Viewing Parties:

1. **Develop Promotional Material:**
   - Craft engaging content for promotional emails and social media posts leveraging material on DPI's website (https://dpi-canada.com/pdw/publicity/).
   - Include session highlights, date/time, and location details.

Sample Promotional Post
Not attending PDW in-person but want to network with colleagues and make your experience more engaging? Join our PDW 2025 viewing parties being held across multiple buildings. Check out the schedule here [insert link to schedule].
#DPI #GCDigital

2. **Draft Promotional Email:**
   - Create a template for promoting viewing parties.

- Customize the template for each session, incorporating relevant details.

Email Template for Promoting Viewing Parties:

Subject: Join Our Virtual Viewing Parties for PDW 2025!

Get ready for an immersive PDW 2025 experience! We're organizing virtual viewing parties for key sessions, and we want YOU to join us so that you can attend and network with your colleagues.

Date: May 6-8, 2025

Location: [insert details on room locations]

Register here: [Include link to registration if you want people to sign up in advance]

Check out the schedule [link to schedule] and bring your coffee and snacks! Let's make PDW 2025 unforgettable together.

See you there!

[Your Name]

3. **Schedule Targeted Posts:**
   - Develop a 3-day promotional plan with targeted posts.
   - Schedule posts for early morning, mid-morning, and afternoon to align with session start times and breaks.

4. **Initiate On-Site Posts:**
   - Initiate morning on-site posts to garner attention.
   - Use diverse content to showcase neighborhood interests.

5. **Leverage Social Media:**
   - Craft short, emoji-enhanced posts for each session.
   - Tag @everyone in your organization as well as @dpi_canada #DPI to ensure broad visibility.
   - Be sure to leverage DPI social media content to make it easy.

6. **Implement Consistent Email Communication:**
   - Send consistent email communications from the CIO and Deputy CIO.
   - Emphasize the importance of participant registration for access.
   - Promote the event with enticing messages like "Bring your coffee, and we'll bring snacks!"
   - Include a photo disclaimer in initial communications.

Sample picture of snacks:

7. **Capture Participant Photos:**
    - Encourage participants to share photos during the viewing parties.
    - Assign communication team members to capture key moments.

8. **Moderate Chat for Broader Discussion:**
    - Assign moderators to collect questions in the room and post them in the PDW session chat for broader discussion.
    - Share thoughts and ideas expressed in the session.

9. **Post-Event Engagement:**
    - After the event, share highlights and insights through a post-event email.
    - Encourage participants to view photos and continue discussions.

10. **Follow-up with DPI:**
    - Provide us with highlights and lessons learned from your events as well as stats on how many sessions you ran and how many people attended.

Email Template for Sharing Highlights:

Subject: Highlights and Insights from PDW 2025 Viewing Parties!

Thank you for making PDW 2025 a resounding success! Our viewing parties were a hit, fostering engaging discussions and connections.

Check out the highlights and key moments captured during the sessions [link to photos]. We appreciate your active participation and look forward to more collaborative events in the future.

Best regards, [Your Name]